

**CASUAL AND INTIMATE STYLE
USED BY ADULT IN COUCHSURFING; A
SOCIOLINGUISTICS ANALYSIS**

THESIS



**By:
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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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**Submitted in Partial Fulfillment of the Requirement for the Degree of
Sarjana Sastra**



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FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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CASUAL AND INTIMATE STYLE USED BY ADULT IN COUCHSURFING; A SOCIOLINGUISTICS ANALYSIS

Is the real work of myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 14th February 2018

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The thesis has been approved to be examined on the date as indicated below

Batam, 14th February 2018

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ABSTRAK

Seseorang cenderung menggunakan gaya bahasa yang berbeda ketika mengungkapkan ide ke dalam bahasa. Gaya bahasa merupakan cara mengungkapkan pikiran melalui bahasa secara khas yang memperlihatkan jiwa dan kepribadian pemakai bahasa (Keraf 1991: 113). Tujuan daripada penelitian ini adalah untuk menemukan penggunaan dan alasan pemilihan gaya bahasa kasual dan intim di dalam sebuah sosial media Couchsurfing. Penelitian ini adalah penelitian kualitatif, dimana di dalam pengumpulan data, metode yang digunakan adalah metode simak dengan teknik simak libat cakap. Dalam proses analisis data, metode yang digunakan adalah metode padan pragmatis dengan teknik pilah unsur penentu. Dalam proses penyajian hasil penelitian, peneliti menggunakan metode informal, karena hasil dari penelitian akan dideskripsikan dalam bentuk kata-kata. Setelah melakukan proses analisis terhadap data yang telah dikumpulkan, maka ditemukan bahwa tipe gaya bahasa intim yang di gunakan di sosial media Couchsurfing ditandai dengan penggunaan kalimat yang mengandung intimasi, jargon, dan penggunaan kata yang bentuknya diminimalkan. Sedangkan untuk tipe gaya bahasa casual yang di gunakan di sosial media Couchsurfing ditandai dengan penggunaan penyingkatan kata-kata. Dari analisis data ditemukan juga bahwa penggunaan gaya bahasa kasual yang di gunakan di sosial media Couchsurfing di dasari dengan alasan untuk mencari teman baru di tempat yang akan dikunjungi dan penggunaan gaya bahasa intim yang di gunakan di sosial media Couchsurfing didasari dengan alasan untuk diterima dilingkungan si penerima.

Kata kunci: Gaya bahasa, Couchsurfing, gaya kasual, gaya intim

ABSTRACT

Someone tends to use different kind of language style when expressing ideas into the language. Language style is a way to express the ideas with special language show the language user's soul and personality (Keraf 1991: 113). The objective of this research is to find out the usage and the reason in choosing casual and intimate language styles in a social media Couchsurfing. This research is a qualitative research, in collecting the data, the method used is observational with participatory technique. In the process of data analysis, the method used is pragmatic identity method with dividing key-factors technique. In the process of presenting the results of the research, the researcher uses informal methods because the results of the research will be presented in the form of words. After analyzing the data that has been collected, it is found that the type of intimate language style used in a social media Couchsurfing is marked by the use of sentences that contain intimacy meaning, jargon, and the use of words that are minimized. Besides, casual language style that is used in a social media Couchsurfing marked by the use of shortened word. From the data analysis it also found that the use of casual language style that is used in a social media Couchsurfing is based on the reason to find new friends in the place that want to visit and the use of intimate language style that is used in a social media Couchsurfing is based on the reason to be accepted in the receiver circle.

Keywords: Language style, Couchsurfing, casual style, intimate style

MOTTO AND DEDICATION

MOTTO

"No matter how good you are, you can always be replaced"

-Unknown-

DEDICATION

To my beloved mother Rasmi Sigalingging and sister Narta Silaban

To all my friends in Putera Batam University, especially Andrew, Martha and Nurjanati

And to my Couchsurfing Batam community

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May God-given mercy, peace, and love for them. Amen

Batam, 14th February 2018

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CHAPTER I

INTRODUCTION

1.1. Background of the Research

Humans are social creatures, who have a passion to seek and create interaction with others, which is our natural character. One of the interactions that people often do in their everyday life is by communicating with others. According to (Fiske 1990: 2) communication is social interaction through messages, it is a process of exchanging meaning with others. It means in one interaction there will be something that needs to exchange such as ideas or information from one to another. In exchanging the ideas or information people use language as the media of their communication. According to (Sapir 1921: 7) language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. It means language has a meaning as a pure tool that people use in delivering the ideas, emotions, and desires, which are produced by organs of speech. It makes the language as an important part of a communication because if there is no language, there is no a communication.

In a good communication, there are two important common elements, they are the sender and the receiver (Cheney 2011). The sender is someone who has a need to deliver the idea or information to the receiver. In another side, the receiver is someone who receives the idea or information from the sender. The sender transfers the idea or information by choosing words, symbols, or gestures

with which to construct a message. The message is the ideas or information that the sender need to transfer to the receiver. The message can be transferred in form of verbal, nonverbal, or written language. The message is transferred through a medium or channel, which means the bearer of the communication. The medium can be face to face interaction that also known as direct communication or telephone, online interaction such as e-mail, or in written form that also known as indirect communication. As a result, the receiver will understand the received message from the sender into a meaningful information.

In a communication, someone may use a certain style of language. It depends on to whom someone is communicating, because the style of language that someone uses when talking to the family members, friends, or to the new people will be different and it is known as language style. Language style is one of the sociolinguistics phenomenon found in society. Sociolinguistics is the study showed the relationship between language and society. According to (Wales 2006: 1) language style or stylistics is a distinction, variation, or choice: in any language, there is always more than one way of writing or speaking the same message, but with a different connotation or effect as a result. It means the language style is the way of someone in transferring the same information by using the differential expression. In the simple words language style is about how people can communicate by using their own style.

Language style is not only using in direct communication but also in indirect communication, such as online conversation by using social media. People tend to communicate online because of its simplicity in using it, where

someone can communicate with people from another part of the world without any limitation of time and space.

In this research, the researcher is interested to use a social media Couchsurfing as the data source to be analyzed. Couchsurfing is a social media that popular among travelers. According to (Rosen, Lafontaine, and Hendrickson 2011: 2) Couchsurfing is an online community where a million members from around the world locate accommodations while traveling by staying in the homes of other members. It means Couchsurfing has important benefits for travelers because Couchsurfing provides a platform for members to stay as a guest at someone's home (homestay), host travelers, and meet other members. It was conceived by computer programmer Casey Fenton in 1999 and launched on June 12, 2004 (Luo and Zhang 2016). The main aim of Couchsurfing is to let the members find a place to stay for free by asking another member to be a host in the place that members want to visit.

In asking for a stay, the members usually start by sending a personal message to another member, in order to know the availability. In making the message in Couchsurfing, the member who wants to visit a place must explain the visiting purpose to make another member who receives or reads the message trust and willing to accompany during the visit. Here language has an important part because the message function is to make the member who receives the message believe to the member who sends the message, so it should be using an appropriate language that is easy to be understood. That is why every message in Couchsurfing is using a certain style of language. But, most of Couchsurfing

members use inappropriate language style when sending a message for the first time to another member. As an example:

First, this message was received on February 4, 2016, from Evgenii Lisov, a newcomer, male, 22-year-old, from Athens, Attica, Greece. Evgenii wants to travel to Malaysia through Batam Island and asks the researcher as one of the Couchsurfing members in Batam to help to host him, if he cannot get the last ferry to Johor, Malaysia. The message can be seen below:

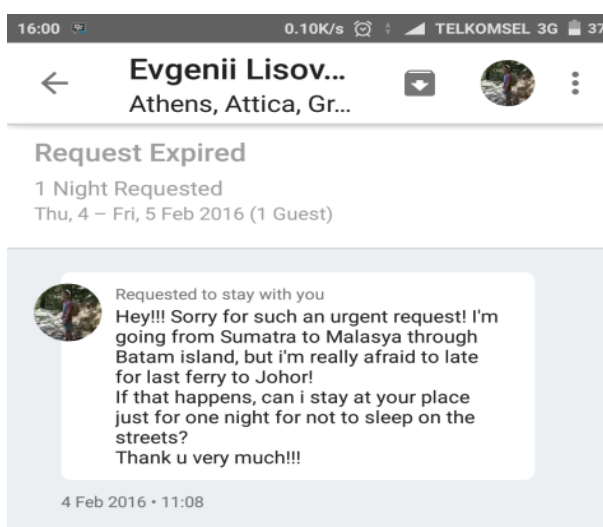


Figure 1.1. Message example

According to the message above, there is a sentence “can i stay at your place just for one night for not to sleep on the streets?” that contains an intimacy meaning. He wants to stay in the receiver house if he does not get a ferry to Johor, Malaysia. This sentence is a sentence that should be used to someone who already knew each other very well. Even in this case both of the sender and the receiver are two people that who don’t know each other yet. There is also “u” that is a minimum pattern of a word “you”. From some characteristics found, this message identifies as an intimate language style.

Second, this message below was received on February 9, 2017, from Thao Nguyen, a newcomer, Female, 29-year-old, from Ho Chi Minh, Vietnam. Thao and her friend are traveling around Southeast Asia and they are heading to Batam. Before arrive in Batam she tries to find one of Couchsurfing members who can give them a host. The message can be seen below:

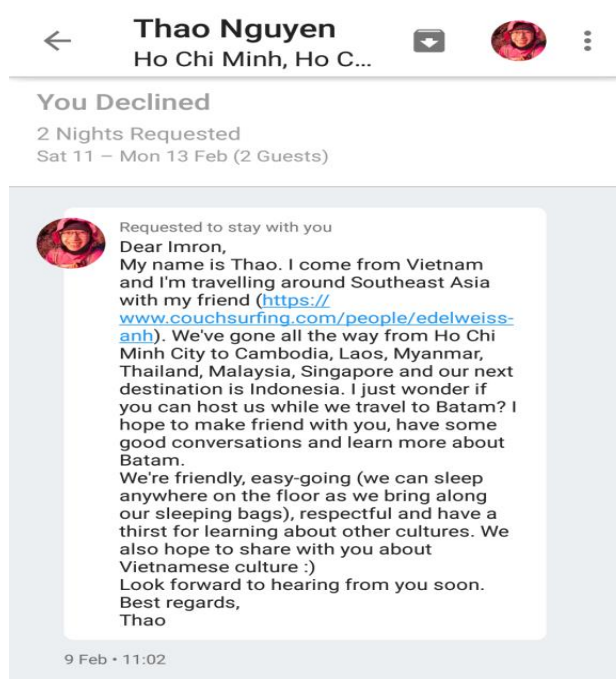


Figure 1.2. Message example

The word “Dear Imron” is something that someone uses when chatting with someone very close. The sentence “I just wonder if you can host us while we travel to Batam” contains an intimacy meaning. It means they want to stay in the receiver home while they travel to Batam. It also something that someone send when request to stay in a very close friend's home, instead this is the first message that the sender sent to the receiver. It identifies as intimate language style.

Basically, there are many researchers that have discussed language style analysis before. For example is (Wu et al. 2017) who has discussed the impact of

language style on consumer's reaction to online review towards a hotel and their reservation intention. Second is (Hapsah 2008) from Indonesia who has discussed language style in the headline of magazine's advertisements. From previous researches above, it can be concluded that this research has similarity with the researches above that is concerning in language style analysis.

However, based on researcher analysis, it also found that there are some weaknesses of those researches. For example, in (Wu et al. 2017) just discussed figurative and literal language style theory in analyzing the data and she just concerned in online reviews of the hotel in China. Besides, in (Hapsah 2008) she only analyzed language style in the headline of magazine's advertisements. It could be said that there is no research yet that discuss about casual and intimate language styles used by adult in Couchsurfing. It could be important because this social phenomenon is something that really happens in our daily life in using social media.

Based on the example and previous researches above, the researcher is interested in conducting this research, because this research is crucial to be done and it is a challenge for the researcher to finally conduct the research about language style analysis in the different phenomenon.

1.2. Identification of the Problem

Refers to the background of the research above, the researcher found some problems that can be identified such as first, the lack of social media Couchsurfing member's knowledge about the kind of language style that they

used. Second is the significant comparison of the using of language style in social media Couchsurfing and the last is the reason of Couchsurfing members in using some kind of language styles.

1.3. Limitation of the Problem

Based on problems in the identification of the problem, the researcher limits this research into two categories. First is the lack of a social media Couchsurfing member's knowledge about the kind of language style that they used, and second is the reason of Couchsurfing members in using certain kind of language styles.

1.4. Formulation of the Problem

The researcher formulates the main problems to be answered as stated in following research questions:

1. How are casual and intimate language styles used by young adult members in a social media Couchsurfing?
2. What is the reason in choosing casual and intimate language styles used by young adult members in a social media Couchsurfing?

1.5. Objective of the Research

In this research, the researcher found some objectives why the researcher did this research. As stated below:

1. To find out how are casual and intimate language styles used by young adult members in a social media Couchsurfing.

2. To find out what is the reason in choosing casual and intimate language styles used by young adult members in a social media Couchsurfing.

1.6. Significance of the Research

1.6.1 Theoretically

The result of this research is hoped to be lesson materials for students who are taking linguistic as their specialization especially in Sociolinguistics field. The researcher also expects that this research will become a reference to the development of language style analysis for the next researcher.

1.6.2 Practically

The result of this research is expected to be useful for the following parties. First, this research enriches the students of English language and literature's knowledge in sociolinguistics field especially the use of casual and intimate language style used in a social media Couchsurfing. Second, this research is expected to give more practical contribution for the researcher in describing the phenomenon of language style in Couchsurfing.

1.7. Defenition of Key Term

In avoiding misunderstanding of the concepts used in this research, some definitions are provided as the following:

Language style : The way people use the language in communication, it can be written or oral language.

Couchsurfing : Couchsurfing is an online community where a

million members from around the world locate accommodations while traveling by staying in the homes of other members.

Host : A person who receives or entertains other people as guests.

CHAPTER II
REVIEW OF RELATED LITERATURE AND THEORETICAL
FRAMEWORK

The using of language style is one of the phenomena that can not be separated from human's daily communication. In communication language style has different variations, it depends on the relationship between the speaker and the hearer. Language style is not only using in direct communication but also in indirect communication, such as communication by using social media. But sometimes social media users communicate using language styles that do not match the speaker's relationship with the hearer. This phenomenon has a close relationship with sociolinguistics study.

2.1. Sociolinguistics

Language is not only meant as a tool for communication, but language also has a crucial meaning in building a relationship in society. According to (Sapir 1921: 7) language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. It means that language is something that humans use to transfer the ideas, emotions, and desires through organ of speech. Beside, According to (Wardhaugh and Fuller 2015: 28) the word language is used to refer either to a single linguistic norm or to a group of related norms, and dialect, it is used to refer to one of the norms; this includes spoken, written, and sign modes of

communication. It means the language is something that belongs to some people or community, that can be in form of spoken, written and sign language. In social life, language has an important role in interacting with others.

The relationship of language and society have developed a new branch of linguistics named sociolinguistics. There are some experts in sociolinguistics who have given their contribution in the developing of sociolinguistics. First, According to (Wardhaugh and Fuller 2015: 15) sociolinguistics is concerned with investigating the relationships between language and society with the goal of a better understanding of the structure of language and how language functions in communications. It means Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon in society.

Besides, according to (Radford et al. 2009: 14) sociolinguistics is the study of the relationship between language use and the structure of society. It takes into account such factors as the social backgrounds of both the speaker and the addressee (i.e. their age, sex, social class, ethnic background, degree of integration into their neighborhood, etc.), the relationship between speaker and addressee (good friends, employer–employee, teacher–pupil, grandmother–grandchild, etc.), and the context and manner of the interaction (in bed, in the supermarket, in a TV studio, in church, loudly, whispering, over the phone, by fax, etc.), maintaining that they are crucial to an understanding of both the structure and function of the language used in a situation. According to (Bussmann 1996: 1089) sociolinguistics is scientific discipline developed from the cooperation of linguistics and sociology that investigates the social meaning of the language

system and of language use and the common set of conditions of the linguistic and social structure. It means sociolinguistics is the study that developed by the relation of the study of language and the study of society.

It is clear now that sociolinguistics is a branch of linguistics that takes language and the relationship with society as the object study. From the definitions above, it can be concluded that sociolinguistics concerns with who speaks to whom, what language varieties and purpose, where the location takes place, when the time occurs, and how the situation applies in real conversation. One of the phenomena which related to language and society is language style.

2.2. Language Style

Language has an important role in determining the success of a communication and creating a good social interaction if the language is used properly. If not, the information or the ideas of the speaker that want to transfer will not be accepted well by the hearer. According to (Radford et al. 2009: 15) the study of language variation involves the search for consistent patterns in such variable linguistics behavior. That means different people may have the different understanding of giving and receiving information. So it is important to pay attention to what style of language that someone needs to use in reaching the success of good communication.

According to (Keraf 1991: 113) language style is a way to express the idea with special language show the language user's soul and personality. It means language style is something that person use personally when expressing the ideas

to others. Language style may be called higher and lower for convenience in referring to the what kind of style is used. There are some kinds of language style as mentioned by (Joos 1967) that differentiated language style into five styles, they are frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen style

The frozen style is the most formal style among the other styles. This style is usually used in situations with respectful and legitimate ceremonies. The frozen style is defined by the absence of authoritative intonation in the text, as also by the fact that the reader or hearer is not permitted to cross-question the author (Joos 1967). It means that in frozen style intonation is seen when this style is used in spoken and sometimes intonation is exaggerated. The wording in this style is carefully planned in advance.

The frozen style is printed unchanging language, such as Biblical quotations and the words used in the frozen style are almost the same each time is spoken. There is no variety in frozen style. That means all the words already formed before. Some expressions example in this style; “Yes Your Honor”, “Yes my Lord”, “I object...”, and so on. Not only the sentences are carefully constructed, but also sequences of sentences are intricately related. Obviously, it must be very carefully planned and to do well by requiring high skill. That is why this style is called Frozen style.

The people who use this style are often the people of high level or important figures. Some people that also sometimes use this style are some people who in the court, marriage ceremony, and religious services. Furthermore, a story or proverbial message used this style. Frozen style usually tends to be monolog. It also can be involved in the conversation if each member of the interaction has certain of fix verbal role to be played. For example, in court, there are judges, witnesses, and so on. The example of this style is: "Participants should remain seated throughout the ceremony." This sentence is something that often uses in court when the court is going to be started.

2. Formal style

Usually, a conversation between strangers begins by using a formal language style. Even the formal is only using in the introduction, whose function is to ensure that no real business shall be impeded by formality. Formal style is designed to inform: it is dominating character and absent in intimacy (Joos 1967). It means in formal style the formal code-labels inform each hearer that the situation in a formal frame.

Formal style is defined as the style of language that is used for the important or serious situation. Formal style is usually a single topic oriented. Thus, most scholar or technical reports use this style. Here is the example of this style "Toyota's sales bounced back in March substantial discounts helped to win back customers who had been shaken by the firm's mass safety recalls." The example

above is a sentence that has complex sentences and noun phrases well structured, logically sequenced, and strongly coherent.

3. Consultative style

Consultative style or good standard mature is the easiest kind of English to describe (Joos 1967: 22), because the consultative style is typically a dialogue, though formal enough that words are chosen with some care. Business transaction, doctor-patient conversation, and the like are usually consultative in nature. The consultative style used in the most orally conducted everyday business transactions. It is the usual form of speech in small groups except among close friends. The typical occurrence of consultative speech is between two persons. While one is speaking, at intervals the others give short responses, mostly drawn from a small inventory of standard signals. Among them are: "Yes", "No", "well", "I see", "That's right", "I think so".

Consultative is the style most open to give and take of everyday conversation discussed. That is why it is typically a dialogue, at the level where the words still have to be chosen with some care. For example, seller-buyer conversation, doctor-patient conversation, and so on. The example is A: "Would you please stay in your seats?". B: "Yes, thank you." The example above is a conversation between two people when one person is responding to another. Thus, this style is suited to a kind of conversation interaction with a condition where the words still have to be chosen with some care.

4. Casual style

Casual conversation is between friends or colleagues or sometimes members of a family. There are two devices in casual style ellipsis and slang, the two defining features of casual style (Joos 1967: 23). Ellipsis is the omission of speech or writing of a word or words that are able to be understood from contextual clues. Some ellipsis is only phonological: “Can I help you?” is consultative and “C’n I help you?” is casual. Slang is a type of language that consists of words that are regarded as very informal. Slang is more common in speech than writing. Casual style is also simply defined as a style that is used for the conversation in our relaxed or normal situation that appropriates to the conversation with our friends, the background information so freely inserted into the casual conversation.

Casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid, besides that the use of slang. This is a prime indication of in-group relationship. It is used only with insiders, and only members of the group assume it to known, for example, to teenagers or to some group of adolescents.

Another characteristic feature of casual speech is the omissions of unstressed words, particularly at the beginning of sentences. The part that often omitted in this style are articles, pronouns, auxiliaries, and be. Example “Anybody home?”, “Need help?”. Example of this style is instead of saying “I believe that I can go with you”, the people in casual might say to a friend “Believe c’n go with you”, where someone is omitting both ‘I’ and ‘a’ of can. Thus, when talking to friends or colleagues casual style will be the language style used because it is

simply defined as a style that is used for the conversation in our relaxed or normal situation that appropriate to the conversation.

5. Intimate style

The intimate style is private meaning. Intimate speech excludes public information. According to (Joos 1967: 29-30) an intimate utterance pointedly avoids giving the addressee information from outside of the speaker's skin. Talk with family, beloved ones, and very close friends, where someone tends to reveal your inner self. It means Intimate style is a completely private language developed within families, lovers, and the closest of friends. It might embarrass some for non-group members to hear them in-group intimate language.

There are two systematic features of intimate style extraction and jargon (Joos 1967). Extraction is when the speaker extracts a minimum pattern from some conceivable casual sentence. Jargon is one that has no dictionary meaning but serves as a code label for intimate style. There is however a message meaning.

Intimate style tolerates nothing of the system of any other style: no slang and no background information. The addressee in intimate style doesn't need to be told that someone is an insider. Each intimate group must invent its own code. The word that generally signal intimacy such as, "dear", "darling", and even "honey" or "hon" might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

Furthermore, intimate language style is also characterized by ellipsis, deletion, rapid, pronunciation, non-verbal communication, and private code characteristics. The example for this style is if the sentence “Coffee’s cold” is used as an example in casual style, where the article of the sentence is omitting, then “cold” is the equivalent sentence in intimate style. Thus, in every intimate conversation, the most important thing is, all the members in their surroundings will understand to each other mean in a conversation, even a sentence only express in only one word or code.

Based on (Joos 1967) explanation about five types of language styles, it can be concluded that there are some characteristics in language styles, that can be seen in the table below:

Table 2.1. Characteristics of language styles

1.	Frozen Style	<ol style="list-style-type: none"> 1. This style is clearly planned. 2. This style is common in writing than speech. 3. As the most highly formal style. It uses the most complex grammatical sentence structure and vocabulary known only to experts in a particular field.
2.	Formal style	<ol style="list-style-type: none"> 1. It required advance planning and preparation before it begins to utter. What the speaker says is something that has been prepared before. 2. The formal style of writing needs careful editing. 3. It is used in serious texts, for example in official documents, books, news reports, magazine or journal

		<p>articles.</p> <p>4. Well structured, logically sequenced, and strongly coherent.</p>
3	Consultative style	<p>1. The speaker supplies background information.</p> <p>2. It is unplanned speech.</p>
4.	Casual style	<p>1. Casual style is carefree way of communicating.</p> <p>2. Defining devices of casual style are ellipsis and slang. Ellipsis comes in the form of omission of phonological, grammatical, or lexical units.</p> <p>3. Some of the vocabulary used only in casual situations are 'dude' (a person), 'nope' (no), 'stuff' (thing), and many more.</p> <p>4. Casual language uses words/phrases that are shortened like "I'm doin' it my way" (instead of doing); "Lemme go!" (instead, let me go); "whatcha gonna do?" (instead, what are you going to do?).</p>
5.	Intimate Style	<p>1. It such as a private conversation between two persons who know each other extremely well.</p> <p>2. The use of jargon or create own code.</p> <p>3. Contain intimacy meaning.</p> <p>4. The use of extraction, it is when the speaker extracts a minimum pattern from some conceivable casual sentence.</p>

2.3. Previous Study

As the reference in conducting this research, the researcher uses some previous researches which have related topic, that is in the field of language style analysis. First, The analysis of language style in headline of English magazine's advertisements by (Hapsah 2008). She aims to analyze language styles in headline of English magazines which is often used in advertisements. The data are taken randomly from different edition of magazines such as Cleo, Vogue, and Cosmopolitan. Qualitative method is applied in her research. She used theory of Keraf about stylistics and figure of speech approach of language style. In this research, Hapsah classified the language styles that are about simile, metaphor, personification, metonymy, alliteration, assonance, ellipsis, euphemism, prolepsis, and hyperbole that are mostly used in advertisements. After analyzed 15 data, the results showed that personification mostly appears in advertisements.

In the first previous research, the researcher found the similarities and the differences. The similarities are the same field in language style analysis and the same method of analysis that is qualitative method. The differences are the theory used to analyze and the data source. In this research, the researcher used theory of language style by Martin Joos, whereas Hapsah used theory of language style by Keraf.

Second, Analysis of language style found in novel *The Last Tycoon* written by F. Scott Fitzgerald by (Sapriyani 2013). She aims to analyzed kind of language style in a novel. The data are taken from characters conversations in a novel *The Last Tycoon* written by F. Scott Fitzgerald. She used theory of Martin

and Mandell about language style in analyzing the data. The result shows that this novel used seven kinds of language style, they are; formal, informal, casual, colloquial, consultative, intimate and slang style. Based on 104 conversations in the novel, she found the particular order of the frequently used of language style are; informal 29.80%, colloquial 23.7%, formal 14.42%, slang 11.5%, consultative 10.5%, intimate 6.7%, casual 3.8% dan 0% frozen style.

In the second previous research, the researcher found the similarities and the different. The similarities are the same field in language style analysis, qualitative method and the theory of Martin Joos about language style. The different is the data source. In this research, the researcher used the social media Couchsurfing as a data source, besides Suryani used a novel as a data source.

Third, an analysis of language style used in the slogan of advertisement that found on internet by (Zuliana 2008). She aims to determine the type of language style that used in each kind of slogan. The descriptive method used to explain the data and Agih method by Sudaryanto. In analyzing the data she used theory of Holmes about language style. The result of her research shows that there are three language styles that often used in slogan advertisement, they are; Slang, Colloquial and formal style.

In the third previous research, the researcher found the similarity and the differences. The similarity is the same field in language style analysis. The differences are the data source, method used and the theory used. The data of her research are taken from slogan of advertisement in internet, method of her research is agih method by Sudaryanto and the theory is by Holmes.

The last, the impact of language style on consumers' reaction to online reviews (Wu et al. 2017). She examines the impact of an online review's language style (figurative vs. literal) on consumers' attitudes towards a hotel and their reservation intention. She used theory of language style by Fogelin about literal and figurative language style. The data were taken from online reviews toward hotel in China. As a result, their findings indicate that consumers exhibit less favorable attitudes and lower reservation intention after reading a figurative (vs. literal) review posted by a low expertise reviewer. When the review was posted by a high expertise reviewer, the language style effect was attenuated and again figurative language did not exhibit any advantages over literal language.

In the last previous research, the researcher found the similarity and the differences. The similarity is the same field in analyzing the language style. The differences are the data source and the theory used, the data of their research are taken from hotel reviews and the theory is by Frogelin about literal and figurative language style.

2.4. Theoretical Framework

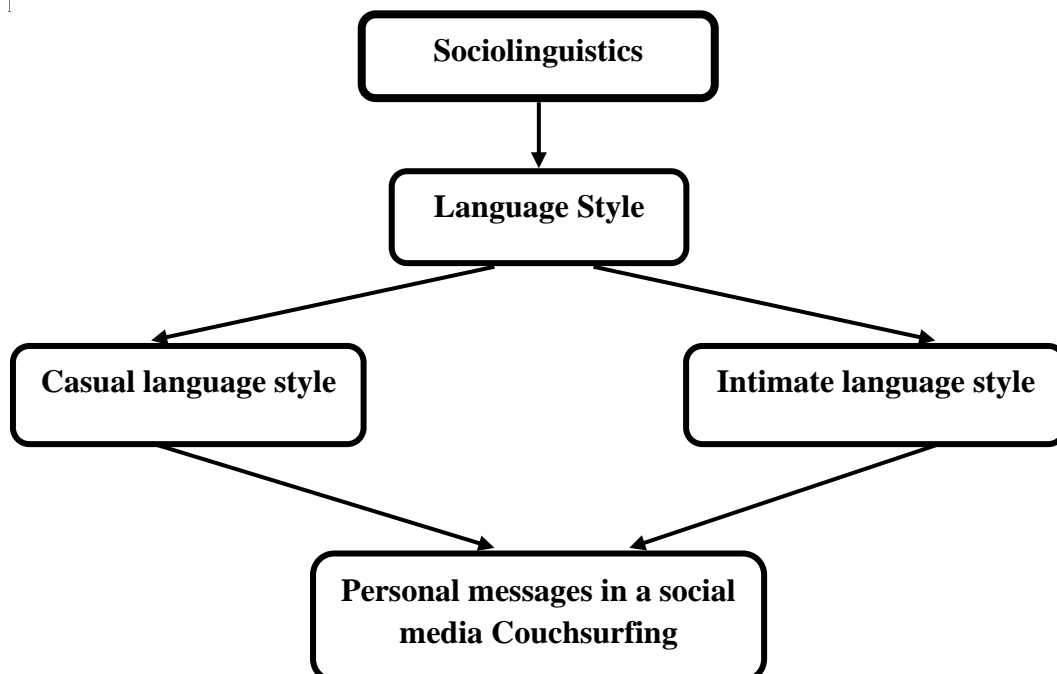


Figure 2.1. Theoretical Framework

Sociolinguistics is one of the main branches of linguistics study. Sociolinguistics is concerned with language in social and cultural context, especially how people with different social identities speak and how their speech changes in different situations. In sociolinguistics, the researcher is choosing to focus on language style analysis. Language style theory that used in this research was proposed by (Joos 1967) that divided language style into five, they are frozen style, formal style, consultative style, casual style and intimate style. Based on classifications above, the researcher only used casual and intimate language styles to analyze the personal messages in a social media Couchsurfing.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This research was started when the researcher found a phenomenon in using social media in people daily life, the phenomenon is the using of language style in sending a message from one member to another in a social media Couchsurfing. After that, the researcher was tried to find related theory and found a theory of language style by (Joos 1967) that divided language style into five and stated in starting the conversation with stranger formal style is the most appropriate (Joos 1967). In doing this research, the researcher used qualitative research. It focuses on producing descriptive data in the form of words written or spoken of the person. Descriptive data is data which exist in written words or utterance from someone that is going to analyze. Descriptive qualitative is applied to analyze the language style used by adult in a social media Couchsurfing.

3.2. Object of the Research

The object of the research is very essential in the research in order to get the result scientifically. The researcher must be smart to decide the object which is used in this research. In this research, the object is the language style that used by young adult in a social media Couchsurfing. It is a popular social media for traveling lovers. Couchsurfing main aim is to let the members to find a place to stay for free by asking another member to be a host in the place that wants to

visit. Couchsurfing is a global social media where the members are from all over the world. It makes the English language as the most language used (Liu 2012). Those are some reasons that make Couchsurfing is researchable. In Couchsurfing, most of the members are in the average age of 28 (Liu 2012). Adult consists of three parts, they are: young-adult with age range 19-35, middle aged-adult with age range 36-55, and older-adult with age range 56-75 (Petry 2001). Based on division of the adult, the researcher limits only the young-adult. The message period that the researcher used is between January 2016 to November 2017.

3.3. Method of Collecting Data

In the process of collecting and selecting the data, the researcher applies observational method. The technique used is participatory technique (Sudaryanto 2015) because the researcher participates in a social media Couchsurfing. Here are some procedures which the researcher did in collecting the data:

1. Joined as a Couchsurfing member (The researcher already joined as a Couchsurfing member since 2012).
2. Second, the researcher set personal profile in a social media Couchsurfing that show the researcher is able to host another member.
3. The researcher joined a Couchsurfing Batam community.
4. Read all the messages that received from other members in a social media Couchsurfing.
5. Selected the messages based on age limitation that is young adult with age range 19-35.

6. Classified the data into casual and intimate language styles.

3.4. Method of Analyzing Data

In analyzing the data, the researcher uses pragmatic identity method with dividing key-factors technique (Sudaryanto 2015). It is because the data that the researcher analyzed are in form of utterance. The researcher described and decided is it casual or intimate language style that Couchsurfing members used in starting a conversation based on (Joos 1967) theory about language style. Here are several steps which the researcher did in analyzing the data:

1. After classified the data into casual and intimate language styles, the researcher analyzes the messages in order to make a description of the usage of casual and intimate language style that used in .
2. Find out what is the reason of choosing casual and intimate language styles.

3.5. Method of Presenting Research Result

In presenting the research result, the researcher applies informal method that proposed (Sudaryanto 2015) the result of this research will be presented in verbal language, it means the research result will be shown by using words and sentences.