

**THE LANGUAGE STYLES AMONG
MY CO-WORKERS
IN ADVERTISING AGENCY OF
PRIMA CIPTA KOMUNIKASI (PRIME)**

A THESIS

**As Partial Fulfillment of the Requirements
For the Sarjana Pendidikan Degree in
English Language Teaching Faculty**



By

FRANCISCA LISA ANNE

1213097059

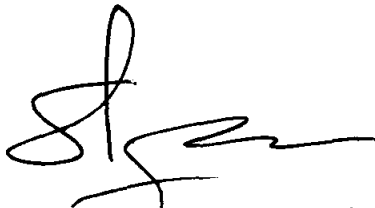
No. INDUK	1505/02
TGL. TERIMA	04-03-2002
B. S. F. D. H.	
No. BUKU	FK-19 Ann 1-1
P. KE	1 (satu)

**UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
JURUSAN PENDIDIKAN BAHASA DAN SENI
PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS
FEBRUARY, 2002**

APPROVAL SHEET

(1)

This thesis entitled *The Language Styles Among My Co-workers in Advertising Agency of Prima Cipta Komunikasi, Prime*, prepared and submitted by **Francisca Lisa Anne 1213097059** has been approved and accepted as partial fulfillment of the requirements for the Sarjana Pendidikan degree in English Language Teaching by the following advisors:



Dr. Agustinus Ngadiman, M.Pd
Advisor I



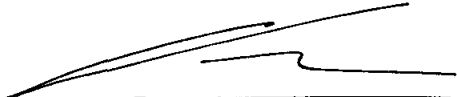
Johanes Leonardi Taloko, S.Pd
Advisor II

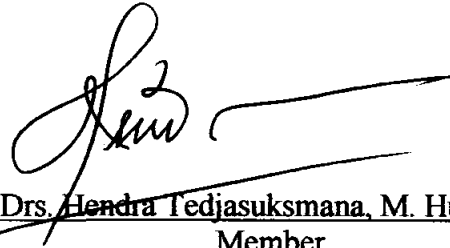
APPROVAL SHEET


(2)


This Thesis has been examined by the committee on oral examination with a grade of..... on February 9, 2002.




Drs. Stefanus Laga Tukan, M.Pd.
Chairman


Davy Budiono, S. Pd.
Member

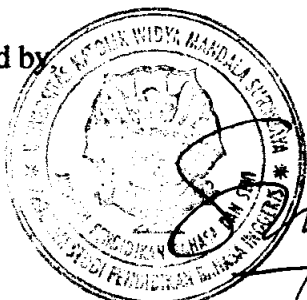


Drs. Hendra Tedjasuksmana, M. Hum.
Member


Dr. Agustinus Ngadiman, M. Pd.
Advisor I


Johanes Leonardi Taloko, S. Pd.
Advisor II



Aguswanda Ngadiman, M. Pd.
Dean of the Teacher Training Faculty

Approved by



Dra. Susana Teopilus, M. Pd.
Head of the English Department

ACKNOWLEDGEMENTS

First of all, I would like to thank God for His blessings in completing my thesis a partial fulfillment for the Sarjana Pendidikan Degree in English Language Teaching. Without His blessings, I would not be able to accomplish it.

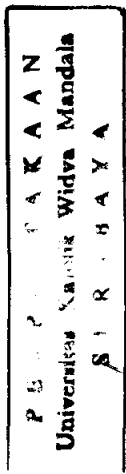
Next, I would like to thank the lecturers who have helped me in the process of finishing my thesis. I want to give my gratitude to Dr. A. Ngadiman, M.Pd. as my first advisor and Johanes Leonardi Taloko, S.Pd. as my second advisor for their precious time and guidance to me.

Finally, this gratitude goes to my co-workers in the Pro-XL Zona X-tra Luas program for becoming my subjects, especially, to the managers (both of the Promotion Director from Jakarta and the Advertising Agency Managers in Surabaya). I am thankful to them for the big help, particularly by Mr. Agung for letting his co-workers in his company become my subjects. To Dian Christina W and the other friends who I cannot mention their names one by one both in the work and in the campus, I thank for the support and love. Finally, I would like to thank my family for their encouragement to finish my thesis.

The Writer

TABLE OF CONTENTS

APPROVAL SHEET I	i
APPROVAL SHEET II	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
ABSTRACT	vii
CHAPTER I: INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statements of the Problems.....	3
1.3 Objectives of the Study.....	3
1.4 Significance of the Study.....	3
1.5 Theoretical Framework.....	4
1.6 Assumptions.....	4
1.7 Scope and Limitation	5
1.8 Definitions of Key-Terms.....	5
1.9 Organization of the Thesis.....	6
CHAPTER II: REVIEW OF RELATED LITERATURE	7
2.1 Underlying Theories.....	7
2.1.1 Language Function.....	7
2.1.2 Language Style.....	10
2.1.3 Language Variations.....	14
2.1.3 Social Factors and Social Dimensions.....	15



2.1.5 Sentences and the Elements of Bahasa Indonesia.....	18
2.2 The Previous Related Studies.....	27
CHAPTER III: RESEARCH METHODOLOGY.....	28
3.1 The Nature of the Study and Its Design.....	28
3.2 The Subjects.....	29
3.3 The Sources of the Data.....	30
3.4 The Research Instruments.....	30
3.5 The Procedure of the Data Collection	30
3.6 The Parameter.....	31
3.7 The Procedure of Data Analysis.....	33
CHAPTER IV: FINDINGS AND DISCUSSIONS.....	36
4.1 The Language Style Used.....	36
4.1.1 The Director of Promotion’s Language styles....	36
4.1.2 The Managers.....	43
4.1.3 Female Presenters or Male Presenters.....	45
4.2 The Reasons for Using Particular Style of Language.....	48
4.2.1 The Participants.....	48
4.2.2 The Topics of the Discussion.....	51
4.2.3 The Settings.....	52
4.2.4 The Purpose of the Interaction.....	52
4.3 Discussions.....	55

4.3.1 Language Style and the Reasons.....	55
CHAPTER V: CONCLUSION.....	61
5.1 Conclusion.....	61
5.2 Suggestions.....	64
BIBLIOGRAPHY	65
APPENDIXES I.....	67
APPENDIXES II.....	78

ABSTRACT

Anne, Francisca Lisa.2002. **The Analysis of Language Style Among Co-Workers in Advertising Agency, Prima Cipta Komunikasi (Prime).** Program Studi Pendidikan Bahasa Inggris. Jurusan Pendidikan Bahasa dan Seni. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Katolik Widya Mandala Surabaya. Advisors: Dr. Agustinus Ngadiman, M.Pd and Johannes L. Taloko, S.Pd.

Everybody has his or her own language of style. Here, in the advertising agency of Prima Cipta Komunikasi, the writer notices that the co-workers come from different background. The way they speak to their boss or their colleagues is likely to be different. Attracted with the fact, the writer tries to find the language style used by the co-workers, boss towards his employees and employees toward their boss as well as the reasons of using particular style of language when the co-workers are communicating one another. In this study the writer relies on some theories, namely: language function, language style, language variations, social factors and social dimensions; and the last is sentences and the elements of bahasa Indonesia.

The nature of the study is a descriptive and qualitative study for it does not concern with any numbers instead of the descriptions of the co-workers conversations that lead them to vary their language. The data is taken from the co-workers that involved in the Pro-XL Zona X-tra Luas Program, which was held from April 9 until May 20, 2001. The instruments of the study are the writers herself, the tape recorder and cassettes and also questionnaire. The parameters of the study are the characteristics of each language style of Five Clocks such as frozen style, formal style, consultative style, casual style, intimate style; social dimensions and social factors. Then, the procedure of the data analysis is data reduction, data display and verification.

The result of the study shows that there is no particular style of language in most of the conversations. Mostly, the participants do not use special kind of language when they are interacting one another. The choice of using one or two of styles of language depends on how close their relationship and the settings of the conversations not their social positions or status (boss or employee). The participants (The Managers, The Female Presenter and the Male Presenter) who have a very close and intimate relationship use an Intimate style of language when communicating among them. Then, the conversation takes place in a relaxing setting. The Promotions Director of Advertising Agency from Jakarta, Female Presenter and Male Presenter use Casual and Consultative style of language because of the relationship between the participants is close but not an intimate one and the settings can be relaxing or semi formal one (flexible). Last is the Formal style of the language, which is used by the Promotions Director of Pro-XL Company from Jakarta to Female Presenter and Male Presenter who have not had a close relationship between them. The conversation takes place in a formal setting. In short, the relationship and the setting among participants can affect the choice of the participant style of language.