

# CHAPTER V

## CONCLUSION

In this chapter, the writer presents the conclusion of the ideas discussed previously. And, she gives some suggestions also for the up and coming researchers who are interested in the sociolinguistics study, particularly here, is the language style study.

### 1.1 Conclusions

This study is a sociolinguistics study especially it is about the language style used by the co-workers in the Advertising Agency. The writer intended to find out the language style used by them, boss towards his employee; employee towards his boss, and the reasons of using particular style of language. The subjects of the study are the co-workers in the Advertising agency, namely two Promotions Director, the Managers, the Female Presenter and Male Presenter which were involved in the Pro-XL Zona X-tra Luas program that was held 9 April 2001-20 May 2001. The data were collected in three step ways, before the event began, March 2, 2001; one day before the final day, April 8, 2001; and during the events April 19, 2001.

The writer recorded the conversations between the participants, she transcribed them and then analyzed all of the data. She used a note book, work sheets, questionnaires, tables and herself to find out the language style, the reasons and the sentence choice used by the co-workers in the Advertising agency. Therefore, she concluded that:

1. There are four of five stages of language style used by the subjects under study. The formal style used by the Promotions Director of Pro-XL Company, the consultative style and casual style used by the Promotions Director of Advertising Agency Jakarta, the intimate style was mostly used by the Managers in Surabaya, the Female Presenter and the Male Presenter.
2. The relationships between the participants and the settings while the conversations affected the choice of their style of language. If the participants have close and intimate relationships, they usually used the intimate style or at least the casual style. But, when the participants are not close enough, they used the formal style or in some cases they used the consultative style. Moreover, the setting of the conversations can affect the choice of participants' style of language. When it was in formal atmosphere, the participants had tendency to use formal style or consultative style. And when it was in informal and relaxing atmosphere, they used the Intimate style or casual style.  
  
So, the positions of the participants do not effect one' language style. The participants did not use particular language style because the interlocutor is their boss or their friends instead the relationship and the setting effected it.
3. The ways the participants choose their style of language affect their choice of sentence, in fact. the formal style and the consultative style of language use are complex sentences instead of simple sentences. On the contrary,

the casual style and the intimate style of language use more simple sentences instead of complex sentences in the interaction. This happens because of three reasons. First, it is because of the relationships and the settings between participants, and the third is because of the efficiency reasons.

4. There are two functions of language among five functions (Holmes, 1992:286) used by the participants. First is the Directive Utterances; an utterance which tries to ask someone to do something and the second is the Referential Utterances; an utterance which provides information for the other.
5. Code Switching and Syntactic Reduction emerged in the sentences choice made by the participants during the conversation. Code Switching happened because of three reasons, namely: the participants can not find the right term, the participants followed their interlocutor, and third reason is that the participants did not realize that they were doing code switching for they have ever been studying abroad so they used to do it. Next, Syntactic Reduction happened because of the efficiency reason. The participants did not have to say the same things over and over again since Syntactic Reduction has already explained them previously or because they have already had shared knowledge about the topics being discussed.

## 5.2 Suggestions

The writer realized that there are still shortcomings in her study, here, the language style study. Therefore, she would like to give some new ideas for the up and coming researchers who are also interested in doing the study, as follows:

1. The writer hopes that the next researchers who are interested in studying the research on the language style can have another Advertising Agency with different background and different people, indeed, as their subjects of the study. She expects that the out coming result will give more valuable contribution on Sociolinguistic study in Widya Mandala Catholic University Students particularly the English Department.
2. The writer hopes that the next researchers can have more variable subjects of the study in obtaining the data in the form of the conversations. The more variable the data that the researchers can have, the more new findings and ideas they can get in the final results of the study.
3. Finally, the writer hopes that the study for the next researchers who are interested in conducting a research on language style can be helpful. As a result, the study can be more helpful because the findings are more variable.

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