

Language Variations in Siniar (Podcast) Youtube: Sociolinguistic Studies

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Abstract

This study aims to describe language variations on YouTube podcasts in terms of speakers and in terms of usage. In this study, there are three YouTube channels that will be investigated, namely the Deddy Corbuzer Podcast channel, Raditya Dika Podcast (PORD) and Akbar Faizal Uncensored. In their podcasts, podcasters often invite speakers from various circles. For example, community leaders, entrepreneurs, homeland celebrities, YouTubers, and government officials. They are invited to be interviewed regarding issues that are developing in the community. Therefore, the podcast videos on the YouTube channel are never separated from several language variations. This research is classified as a descriptive qualitative research with the data obtained by oral data and the data source, namely broadcast broadcasts on the youtube channel. This research will focus on the use of language variations in terms of speakers and in terms of usage used in the podcast. The results of this study indicate the use of language variations which include: (a) Language variations in terms of speakers consisting of; (1) Dialect; (2) Acrolect; (3) Vulgar; (4) Slang; (5) Jargon; (6) Argot; and (7) Colloquial; (b) There are 3 areas of language variation in terms of usage, namely: (1) Business Fields; (2) Education Sector; (3) Political Sector.

Keywords: Language Variation, Siniar (podcast), Youtube

Introduction

Humans are social creatures, meaning that they always want to interact with other humans. This activity requires tools, facilities or media that humans use to interact, namely with language. According to Suyanto (2011) language is a series of sound systems or symbols produced by human speech tools, which have meaning and are conventionally used by a group of people or humans (speakers) to communicate (generate thoughts and feelings) to others.

The use of language can help humans to exchange opinions, share experiences, and launch various lives. Language is a communication tool that is often used to interact with other humans. Speaking of language as a communication tool, it is definitely closely related to sociolinguistics, which is a branch of linguistics that studies the use of language in interacting in society.

Sociolinguistics is a discipline between sociology and linguistics, two fields of empirical science that are closely related. Sociology is the study of social activities or social phenomena in a society, while linguistics is the field of science that studies the characteristics and variations of language. In general, it can be said that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society.

Language variation is the diversity of languages caused by social diversity and the diversity of language functions (Chaer, 2010). Language variation is an illustration of the non-uniformity of language users in interacting. Indonesia is a country that is famous for its various cultures. In addition to culture, diversity is also found in languages in Indonesia. This then makes the

emergence of language variations. Chaer (2010) divides the types of language variations into four, namely: (1) Variations in terms of speakers which include idiolects, dialects, chronolects, and sociolects. (2) Variations in terms of usage called functional. (3) Variations in terms of formality which include standard variations, official or formal variations, business variations, casual variations, and intimate variations. (4) Variations in terms of facilities which include written variations and oral variations. Language variations are not only caused by heterogeneous speakers, but also due to the various social interaction activities carried out.

Youtube is an internet application that is often visited by users in all walks of life, ages, and for various purposes, YouTube also provides convenience in using and taking videos so that it is easily adapted to various forms of life carried out by humans. One of the programs featured by the YouTube application is podcast (podcast), whose program presents speakers from various circles of society to discuss issues that are currently being discussed. Siniar (podcast) is an audio media that has a concept similar to radio, namely the presentation of audio content through internet channels so that listeners can access it easily. The name of the podcast itself comes from Ipod and Broadcast, it can be seen from the name that the podcast (podcast) comes from the Apple application. However, now siniar can be accessed through various applications on smart phones or android. Over time, podcast material has grown and diversified. The packaging can be in the form of plays/drama, dialogue/talk shows, monologues and documentaries. The range of topics is very wide, ranging from history, science, politics, economics, philosophy and many more. The concept of podcast (podcast) is practically similar to audio blogs, usually one broadcast channel has a common theme in discussion. Recently, podcasts also refer to material in the form of videos. So that the notion of broadcast (podcast) can refer to audio broadcasting or video broadcasting. Nowadays people are getting busier and media choices are getting more diverse, so the media is getting more and more difficult to attract people's attention to consume at certain hours. The main advantage of podcasts is its ability to be consumed while doing other things and is flexible. This advantage does not exist in other mediums and it is well realized by podcasters and broadcast listeners in Indonesia. This fact is also supported by a recent survey by Daily Social in Indonesia which states that nearly 60% of respondents like podcasts because of their flexible nature (on-demand). So that podcasts are now slowly but surely gaining popularity in Indonesia.

Research relevant to this research is research in the form of journals conducted by previous researchers, studies using a sociolinguistic approach for language variations were also carried out by, among others: Rahmawati (2016) Indonesian Language Education Doctoral Program, Sebelas Maret University Surakarta with the title Language Variations on Kick Andy Show in Episode "Gludge To Death". The results of this study describe literacy in the form of language variations contained in the Kick Andy show.

Further research was carried out by Setyawati (2018) with the title of research on Language Variations in Informal Situations in Indonesian Language Education Study Program Students at Tadulako University. This study discusses language variations with dialect findings and casual variations in informal situations among students of Indonesian language education study program at Tadulako University. Another study using the same study in the journal by Nuryani et al. (2018) with the title Language Variations on "Cipoa Drama Performances and the Session of the Demons of Indonesian Language and Literature Education Students in 2017". This research is to describe the variation of language used in drama performances. The results of the study reveal variations in language in terms of speakers and in terms of formality. Some of the results of previous studies examined language variations in talk shows, drama performances, campuses, families, markets, novels, and broadcast soap operas. There are no studies that have examined podcasts on the youtube channel.

This research is expected to present novelty and complement the results of sociolinguistic research, especially regarding the use of language variations. This research is also expected to be able to answer how the implementation of language in society, how the development of language in society, what are the language or communication problems that occur in society, and how to deal with phenomena and language barriers in society.

Methods

This research is classified as a qualitative research with the nature of the research that is descriptive. In essence, descriptive methods collect data univariately. Characteristics of the data obtained by measures of the central tendency (central tendency) or the size of the distribution (dispersion). According to Krik and Mitler that "Qualitative research is a certain tradition in social science which fundamentally depends on human observations both in its area and in its terminology" (Moleong, 2009). The data obtained in this study is oral data, namely in the form of speech words and sentences from the podcaster and resource persons related to language variations. Data acquisition was obtained through transcription of the conversation of the presenter and resource person, which was then carried out by data collection. The source of the data in this study is podcasts on the YouTube channel of Deddy Corbuzer, Raditya Dika and Akbar Faizal.

The focus of this research is to reveal the use of language variations on YouTube podcasts which are analyzed using a sociolinguistic approach, namely, language variations in terms of speakers and language variations in terms of usage. Data collection techniques in this study were carried out by listening and note-taking techniques. The data collected then went through a data validation process using triangulation and expert methods. Data analysis techniques used in this research are data reduction, data classification, data presentation, and drawing conclusions.

Results and Discussion

This study focuses on language variations in terms of speakers and in terms of usage. Describes that various forms of language variation are used by speakers and speech partners in this show. The form of rich language variations is evidence of the literacy ability of speakers, especially in the linguistic field. There are broadcast guides who have long been in the world of entertainment and some are in the world of politics. Meeting with many figures from various circles really equips the ability to use a variety of languages.

Language Variations on Youtube Podcasts in Terms of Speakers

Dialect

Language variations based on speakers are dialects, namely language variations from a relative number of speakers who are in one particular place, region or area. Because this dialect is based on the region or area where the speaker lives, it is commonly called an area dialect, regional dialect or geographic dialect. The speakers in a dialect, even though they have their own idiolect, will have certain characteristics that indicate that they are in the same dialect (Chaer, 2010). The following data contains variations in dialects in the youtube podcast.

(1) William: I'm so happy to finally be able to talk.. (01.DCP.2)

Data (1) shows the language variation in the conversation using Javanese dialect. It was said by the speaker on the podcast that was present and the word "seneng" in Indonesian means "happy". The word is used to express someone's expression. William said he was happy because he was finally able to meet and talk a lot at the event.

(2) When you have been given facilities, you become lazy.. (02.RDP.9)

Data (2) also shows language variations using Javanese dialects. The use of the Javanese dialect can be seen from the vocabulary or choice of words used. The word "males-malesan" in Indonesian means "lazy". Lazy referred to in the discussion is a lack of motivation to carry out activities or exertion despite having the ability to act.

(3) Radit: So for friends here who might be like me... (02.RDP.1)

Data (3) shows Radit as a speaker using the Betawi dialect. This Betawi dialect is one of the Malay language children. This can be seen from the word "teman-teman" which means "friends". Speakers who live in the Special Capital City Region (DKI) Jakarta are accustomed to using this language in their daily lives.

Acrolect

Acrolect is a social variation that is considered higher or more prestigious than other language variations. A language that has a high and prestigious connotation is a language that sometimes uses a combination of a foreign language and Indonesian. The following data contains variations in the acrolectic language in the YouTube podcast.

(4) William: I think it's good, it actually goes back to the philosophy of our nation's founder, well, a people's economy where everyone should have the same opportunity. If possible, if I may tell you, I was once when I wanted to start Tokopedia, I was very impressed with the concept of the American dream, their founders run what is called the American dream, it doesn't matter what your past is, what your background is, but what do you want to build in the future For me it's very important, why is it because with my experience building Tokopedia, I experienced that. (01.DCP.23)

Data (4) shows William as a guest star who was invited by Deddy Corbuzier on podcasts several times in English. "I think it's good" usually someone uses this expression to express good feelings, in Indonesian it can mean "I think it's good". The next word "American dream" in general can be interpreted as the national ethos of the United States of America which is an ideal form of democracy, human rights, independence, opportunity, and equality to get the freedom to achieve success and prosperity. In Indonesian, it means "the American dream". This is what makes William enthusiastic and unyielding in building his business, namely Tokopedia because he considers success that a person can achieve through hard work and courage in taking risks, not because he has easier access due to his social, economic and family background. Data (5) also shows that William Tanuwijaya used a combination of languages.

(4) It can be both. Insecure because it has reached a certain point and it becomes a comfort zone but maybe because the glass is really full. (01.DCP.82)

The next data uses the word "Insecure" which in Indonesian means "unsafe". It is usually expressed to represent feelings of insecurity, shame, fear, anxiety and insecurity caused by low self-assessment.

Vulgar

Vulgar is an expression or use of a word that is considered not in accordance with standard language or is a feature of the speech of an uneducated person. Vulgar is also equated with dirty or obscene expressions. According to the Big Indonesian Dictionary, vulgarity is an act of disrespect, rudeness, both in behavior, speech and action. In this case, it can be said that vulgar language is a language which in its use is rude and impolite. In the three podcasts that were screened, only Akbar Faizal's podcast contained vulgar elements. This can clearly be seen in the following data.

(1) Well, of course there is a political origin, why is that, maybe because there are many factors that he has to serve but again I don't personally say that even though I use the word stupid but I chose the word stupid to make it easier for people to understand what is being said. I want to explain. (03.AFP.44)

(2) So if you say yes, Pak Jokowi wants to be demonstrated, why does Ngabalin think that the demonstrators are trash, right? So, I assume that well there's a lot of trash in the palace too. (03.AFP.45)

Data (6) shows the use of the word "dumb" spoken by Rocky Gerung. The word can be interpreted as "very blunt brain" or "stupid". This he said to people in the current government who failed to connect the two premises so that they could not come to a logical conclusion. Data (7) Rocky Gerung also mentions the word "garbage", if it is interpreted the word garbage is always associated with dirty and even useless things. This means that according to Rocky Gerung's view, there are many useless humans in the State Palace. He said this in response to Ngabalin's words which said the demonstrators were "trash".

Slang

Slang is the language used by certain social groups which is used as a communication tool within the group so that social groups outside the community do not understand the purpose of the communication they are doing (Nugroho, 2015:13). Slang is Indonesian which is not standard. The following data contains slang.

(3) Yep (01.DCP.145)

(4) It means that we are self-confident in speaking English. (01.DCP.146)

In data (8) the word "yep" refers to the meaning of "yes". Can also be used when expressing or agreeing with what other speakers are talking about. The next word in data (9) "confident" is a trait possessed by a person with a sense of trust and confidence in the abilities that exist within him. This makes William Tanuwijaya feel confident using English when meeting investors who will work with him at Tokopedia. *Pede* is an abbreviation which means "confident".

Jargon

Jargon is defined as one of the variations of language in terms of speakers, which is used by a group of people or certain professions. The emergence of jargon in an utterance as a form of social identity for the language user community group. According to Nuryadi (2010) defines jargon as the barrel of language that is deliberately used by certain groups, but is not understood by people outside these circles. Jargon usually concerns the vocabulary used in speech in certain areas of life. The following data includes variations in jargon language on youtube podcasts.

(1) Looking for capital from venture capitalists, I tried to do that but for 2 years 2007-2009 it failed. (01.DCP.152)

Data (10) shows variations in jargon language. This can be seen in the vocabulary of "venture capitalists" whose term is only known by entrepreneurs. Venture capital is an investment in the form of financing in the form of equity participation in a private company as a business partner for a certain period of time.

Argot

Argot is a variation that is used only in certain professions so that it is limited and confidential. The special feature of argot is the vocabulary (Chaer, 2010).

(2) In fact, people know that we saw the red carpet but it was a rotten rat. (03.AFP.63)

In data (11) the term "rat" was mentioned, this is always related to the perpetrators of corruption, aka corruptors, who can also be said to be those who destroy the order. Corruptors are greedy like rats, they enrich themselves in illegal and inappropriate ways. Corruptors take something that is not their right and justify any means for personal gain.

Colloquial

Colloquial, a social variation commonly used in everyday conversation. In its use, colloquial pays more attention to context so it is not the language of the lower classes. Colloquial language is also used in written language (Aslinda, 2010).

(3) Can you explain what the Open University is? (02.RDP.90)

(4) You must be wondering why Mr. Rocky, whom I present in the first episodes of my podcast, is because to fulfill the request of many viewers from Akbar Faizal Uncensored yesterday with Fahri Hamza, they said immediately with Mr. Rocky, I said "okay "And I contacted Pak Rocky who happened to be in Jakarta. Thank God, Mr. Rocky you came up with a different logic and diction narrative. (03.AFP.64)

The word "Pak" in the data number (12) and number (13) comes from the basic word "Father" which has shortened the word at the front. The word Pak means a nickname for someone who is usually older than the speaker or the interlocutor. As in the data, the shortening of the word "father" to "pak" is used as a form of greeting in order to establish a closeness between the speaker and his interlocutor. In data (12) the colloquial use of the greeting Pak is used by Raditya Dika as the owner of a podcast to the chancellor to ask questions about the Open University. Furthermore, data (13) on the use of the word Pak is used by Akbar Faizal to explain the presence of Rocky Gerung as a guest star.

Language Variations on Youtube Podcasts in terms of Usage

Variation in terms of usage is a symptom of language variation caused by different fields of use. Register is a process or result of using special vocabulary related to certain types of work or social groups. data showing language variations from the field of education found on Youtube podcasts.

(1) Maximum 24 credits. (02.RDP.98)

(2) It must be affordable, and the quality aspects of higher education for the whole community must not be expensive. 1 SKS costs around 35 thousand to 65 thousand. (02.RDP.98)

Several conversations on Raditya Dika's podcast discussed the number of "credits" taken by students, this can be seen in data (14) and data number (15). "SKS" is a common thing used in the field of education which stands for Semester Credit Unit. This "credit" is also defined as the activity load on the courses taken by students or the activity weight of each course. The next data will show variations in language usage in the political field found on Akbar Faizal's Youtube podcast.

(3) It was not given by the state but the situation allowed me to exploit the weakness of the regime, allowing me to criticize its supporters, namely its fanatical supporters. So, that's what democracy actually provides but then many people want to cancel it. (03.AFP.68)

The data (16) shows the vocabulary of "regime" and "democracy" which are vocabulary commonly used in the political field. A "regime" is a form of government or a set of rules, norms, culture or society. Regime is also defined as the governance of the state or government in power. Furthermore, "democracy" is a form of government in which citizens have equal rights to make decisions. Democracy includes social, economic and cultural conditions that allow the free and equal practice of political freedom.

Conclusion

Based on the analysis that has been done, it is found that the language variations in the youtube podcast include; 1) Language variations in terms of speakers are dialects, consisting of Javanese dialects, Betawi dialects, and Sundanese dialects. Furthermore, it is found that language variations in terms of speakers are acrolect, vulgar, slang, jargon, argot, and colloquial. 2) Language variations in terms of usage, namely in the field of business, education, and politics.

Suggestion

This research is expected to be a reference for further research in order to conduct research on language variations in more depth and not only limited to certain domains. So that the results of subsequent studies really describe language variations in any situation. In addition, variations can be investigated in terms of language variations in carrying out learning, language variations in films, novels, and others.

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