

A SOCIOLINGUISTIC ANALYSIS OF LANGUAGE STYLE USED BY NIKI, ZACH, AND DAN ON ZACH SANG SHOW YOUTUBE CHANNEL

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In human life, humans will always communicate with other human beings. Speaking is the main factor in starting a conversation between 2 or more people. By using language, humans can share, socialize, and express their feelings to each other. In communication, humans have various kinds of language variations. The use of language includes sounds, gestures, and cues with patterns and meanings. There are two types of communication: verbal and nonverbal. Without sound, nonverbal communication can be hand gestures, whistles, signs, flashing lights, etc. Oral communication uses language as a tool both orally and in writing. Language style is the subject of a study published in "A Sociolinguistic Analysis of Language Style Used by Niki, Zach, and Dan on Zach Sang Show YouTube Channel." The five language styles put forth in Martin Joos's theory serve as the foundation for the examination. I collect the data using a qualitative method, which involves watching a YouTube video, taking notes on the script, and listening to Niki, Zach, and Dan's discussion to learn about her language usage. The comments and statements made by Niki, Zach, and Dan on Zach Sang Show's YouTube channel served as the study data source. These were to be descriptive evaluations using the script as a guide. Later, I categorize them according to the language style used in the Zach Sang show video with Niki, Zach, and Dan after which I identify the most prevalent language style. This investigation has two findings. Learn about all five categories of language styles first. Second, I discovered the most dominant language style.

Keywords: *Human, Sociolinguistics, Language Style, Zach Sang Show YouTube Channel.*

INTRODUCTION

Language style denotes the linguistic choices made by speakers, commonly assessed along a continuum from formal to informal. Language styles differ based on context, encompassing subject matter, audience, mode of discourse (whether spoken or written), and the formality of the occasion. Every language style possesses distinct characteristics. The application of language across diverse contexts. This may signify a potentially dangerous condition.

Meyerhoff (2006) asserts that an individual's language style can reveal insights into their condition, cognitive processes, and personality traits. The linguistic style of an individual may be influenced by their psychological condition. A person's normal state differs from their casual condition. This phenomenon is evident in both novels and films when analysed from the perspective of language style.

Holmes (1992: 223) characterises language style as a form of linguistic diversity wherein the speaker prefers certain linguistic forms over others that convey identical information. Martin Joos

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(1993: 45) categorises language style into five distinct levels based on formality. The five styles are frozen, formal, consultative, casual, and intimate.

Individuals employ diverse linguistic styles. This study examines prior research on language style to conclude the investigation. A multitude of scholars employ diverse theories to analyse language style and articulate their rationale. A multitude of researchers have investigated linguistic styles. They examine linguistic styles from many data sources. Maharani, Hanifah D. (2020). She is enrolled at Airlangga University in Surabaya. Her thesis is titled "Language Style Utilised by Rachel Chu and Nick Young as the Protagonists of the Film Crazy Rich Asians." Muziatun, Achmad, S. & Samidu, P.W. (2020). They are enrolled in Gorontalo State University. Their thesis, "Analysis of the Five Language Styles of Presenters on The Tonight Show: A Sociolinguistic Examination." Third, Haritsyah, Yevis (2022). She is enrolled at Andalas University. Her thesis is titled "The Stylistic Analysis of Ardhito Pramono's Style in the Album A Letter to My 17-Year-Old." The author will utilise the "NIKI Talks Indigo, 88rising & Head in the Clouds II" YouTube video by Zach Sang Show as a data source to ascertain the presence of linguistic variances in the film.

A method to identify existing language styles is to view the Zach Sang Show video on YouTube. Moreover, the discourse in the videos exhibits a distinct linguistic style. The researcher is focused on "NIKI Talks Indigo, 88rising & Head in the Clouds II" including the Zach Sang Show. The researcher selected "NIKI Talks Indigo, 88rising & Head in the Clouds II" from the Zach Sang Show as the basis for the analysis. The "NIKI Talks Indigo, 88rising & Head in the Clouds II" were conducted by Zach Sang and disseminated on YouTube. This segment is remarkable as Zach endeavours to interview renowned artists.

Zach Sang commenced his YouTube journey on August 25, 2012, where he addressed his inaugural video, "Megan and Liz Interview." 13,000 individuals have already viewed the video. This study seeks to identify the scope of Martin Joos' five language variants and to ascertain which linguistic variations are predominantly utilised by Niki, Zach, and Dan in the "NIKI Talks Indigo, 88rising & Head in the Clouds II" segment of the Zach Sang Show.

This study exclusively examines linguistic style analysis. This study focused on "NIKI Talks Indigo, 88rising & Head in the Clouds II." I focused my attention on the Zach Sang Show parts concerning linguistic style types. I concentrate on assessing the five linguistic styles in the Interview part of the Zach Sang Show. They encompass the interpersonal style, consultative style, formal style, informal style, and frozen style. The researcher will employ Martin Joos' theory in this YouTube part to examine varieties of linguistic styles.

The research questions are: 1. What language styles are exhibited by Martin Joos in the NIKI Talks Indigo, 88rising & Head in the Clouds II? 2. Which language style predominates among Niki, Zach, and Dan in the NIKI Talks Indigo, 88rising & Head in the Clouds II by the Zach Sang Show?

The objectives of this investigation are as follows: 1. To ascertain the types present in the linguistic style of Martin Joos, 2. To ascertain the predominant linguistic style employed by Niki, Zach, and Dan in NIKI Talks Indigo, 88rising & Head in the Clouds II by the Zach Sang Show.

LITERATURE REVIEW

Socio and linguistics are the two words that makeup sociolinguistics. Language research is implied by the terms linguistics and socio, respectively. According to Holmes (2013, p. 1), sociolinguists research the interactions between language and culture. They are interested in determining the social functions of speech and the channels by which it conveys social meaning. They want to know

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why we communicate differently depending on the social setting. Understanding how people interact with one another and how they express and build elements of their social identity can teach us a lot about how language works and how people use language in various social contexts.

Joos (1973) delineated five categories of language styles. His recommendations indicate that public speeches are typically less formal, ceremonial occasions invariably necessitate more formal addresses, and casual conversations about trivial matters can sometimes be quite relaxed and informal.

Sociolinguistics examines the functionality of language and the influence of social interaction on it. Sociolinguistics broadly examines the complex links between language and society. Various academic disciplines, including linguistics, sociology, psychology, and anthropology, must be synthesised within this comprehensive topic area.

2.1. Language Style

The usage of language is referred to as language style, and it is often evaluated on a scale that ranges from formal to informal. Language styles differ based on context, encompassing subject matter, audience, medium of discourse (oral or written), and the formality of the occasion. Every linguistic style possesses distinct attributes. Utilisation of language across many situations. This may signify a perilous circumstance. Holmes (1992: 223) describes language style as a variant of language in which the speaker selects specific linguistic forms over alternatives that convey identical information.

The Big Indonesian Dictionary characterises language style as the utilisation of a language's richness in verbal or written communication, the implementation of specific variations to attain particular effects, the overarching linguistic characteristics of a cohort of literary authors, and a customary approach to articulating thoughts and emotions in both written and spoken forms (Depdikbud, 1995: 297). Language style refers to the manner in which individuals articulate emotions or concepts through verbal and written communication.

In sociolinguistics, language style denotes variations in linguistic expression (the ability to articulate the same concept in diverse ways), which holds specific social importance. Language style may differ at the syntactic, lexical, and phonological levels. Language styles developed by a generation or social group, including country, urban, and novel forms, can be classified. Individuals utilise many linguistic styles, which they may amalgamate according to the social context. Moreover, regional variations in linguistic styles may occur. For example, New Yorkers are recognised for their urban accents, but people of the East Coast and West Coast have entirely distinct speech patterns.

Ducrot and Todorov (1993) assert that language style constitutes the selection of one option among other choices in linguistic expression. This mode of communication employs diverse expressions and language variations tailored to varied settings and needs. The style of language is crucial for conveying the intent of social interaction and comprehending the significance of social communication within the language. Language style refers to the diversity in language employed according to circumstance, enhancing clarity in communication for speakers of the language.

2.1.1 Kinds of Language Style

Martin Joos (1976) categorizes language styles into five categories: frozen, formal, casual, consultative, and intimate.

2.1.1.1 Frozen Style

The Frozen Style is commonly found in various formal settings, including castles, churches, state address ceremonies, and numerous other events. This style is more intricate than the others. The

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sequences of the sentence are intricately connected. This style is effective only when employed by specialists, professional orators, lawyers, and preachers, and it requires a high level of competence.

2.1.1.2 Formal Style

The use of the formal style is a strategy that is implemented when dealing with a situation that is either exceedingly important or extremely serious. Additionally, it serves a purpose while one is delivering a speech in front of an audience. In the majority of instances, the extent of the audience is either excessively large or the format does not allow for enough interaction between the speaker and the listener. When compared to when it is portrayed in a dramatic manner, this interaction is often less polished. A formal style of writing is typically centered on a particular topic. This is because formal writing is an example of technical writing. Everyone in the school community, including students, instructors, presenters, and principals, makes use of the formal style of communication.

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2.1.1.3 Casual Style

The Casual Style fits perfectly for discourse in casual or everyday situations with our friends or sometimes family members, such as outside the classroom when students converse. Casual style makes further distinctions by using a first name or even a nickname in addressing one another rather than a short-term and last name. Aside from slang, the pronunciation is quick and frequently slurred. Another distinguishing trait of casual speech is the absence of unstressed words, particularly at the start of a phrase.

2.1.1.4 Consultative Style

Consultative communication style happens in semi-formal communication contexts. It is a type of language that typically consists of daily speakers. It is the most common type of speaking in a small group. Both parties have a part in the litigation. When one person says, the other will respond quickly.

2.1.1.5 Intimate Style

The Intimate style is an entirely private language built among family members, lovers, and close acquaintances. Dear darling, honey, Mom, Dad, and other nicknames employed in this situation are intimate descriptors. Ellipsis, deletion, fast, slurred pronunciation, nonverbal communication, and secret code marking are characteristics of intimate style. Most minor social units require it to be more understandable.

2.2 The Definition of YouTube

YouTube is a video-sharing website and social media platform. On February 14, 2005, Steve Chen, Chad Hurley, and Jawed Karim— three ex-workers of the American online retailer PayPal—

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registered it. They reasoned that ordinary people would like to share their "home videos." The business's main office is in San Bruno, California (Hosch, W. L. 2023). *Encyclopedia Britannica*.

2.3 Zach Sang Show YouTube Channel

There are many famous YouTubers in the world. One of the famous people is Zach Sang, or what we usually know as Zach. He is in the United States. Apart from being a YouTuber, he is also known as an American radio DJ, Creator, Executive producer, Music director of Zang Radio, and Instagram celebrity. He started his content in 2012 by sharing an artist's Interview videos. In 2012, he created content about interviewing artists such as Ariana Grande, Troye Sivan, Demi Lovato, etc. On his YouTube channel, he has 1.4k videos and 802k subscribers, and the video has been watched by people 190.920.169 times.

2.4 Nicole Zefanya

Niki is the stage name that Nicole Zefanya, an Indonesian singer-songwriter, uses when performing her music. Her birth date is January 24, 1999, and she was brought up in Jakarta, which is located in Indonesia. Since 2017, she has been residing in the United States and has a record deal with 88rising. In 88rising, NIKI is the first female singer to be featured. It's a fun fact that Niki was included in the Forbes list of the 30 under 30 Asia in the year 2020. Even at that point in time, Niki was only twenty years old. Despite this, she battled against 29 other celebrities hailing from different parts of Asia. Moonchild and Nicole are the two full-length studio albums that she has released. Through more than 2.5 million plays, Niki has established herself as the most popular Indonesian female musician on Spotify. She also owns the record for having the most monthly listeners on the site, with 11 million in February 2022, for a female artist from Indonesia. This record was set by her. The year 2022 saw the release of both of Nicole and Moonchild's full-length studio albums. During her first headline concert tour, which took place between 2022 and 2023 and was called the Nicole World Tour, she performed in over forty different cities across Europe, Asia, and Australia. Niki has 43 videos uploaded to her YouTube channel, which has a total of one million subscribers. She became a member of YouTube on January 18, 2012, and her videos have received 304,380,866 views from viewers all over the world.

2.5 Previous Studies

The first researcher is Maharani, Hanifah D (2020). She is a student at Airlangga University in Surabaya. Her thesis is "*Language Style Used By Rachel Chu And Nick Young As The Main Characters Of Crazy Rich Asians Movie*." This research aims to describe the language styles used by Rachel Chu and Nick Young, the main characters of the film *Crazy Rich Asians*, and the factors that influence the use of language styles. A qualitative approach was applied in this research because the data and analysis were in text form—data obtained from film scripts. Researchers apply the linguistic style theory proposed by Holmes (2013) and Joos (1967) as a supporting theory. The research results show that Rachel Chu and Nick Young use a formal style with a frequency of three, respectively, and a casual style with a frequency of 45 and 36. Holmes's (2013) theory of social elements and dimensions also. The study's findings demonstrate how participant characteristics, context, topic, and function affect language usage. Remarkably, Rachel Chu and Nick Young tended to dress relaxedly. The participants had the most influence since the social distance scale dominated the discussion.

The Second researcher is Muziatun, Achmad, S. & Samidu, P.W (2020). They are students at Gorontalo State University. Their thesis, "*Analysis of the Five Language Styles of Presenters on the Talk Show The Tonight Show: Sociolinguistic Analysis*." This research aims to discover the types of language styles used by Jimmy Fallon in his talk shows. This study used a descriptive

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qualitative method. This research data comes from talk show videos and transcripts. This research shows that researchers found 29 conversations containing types of language styles based on Joos' (1967) theory. There were 18 Data in a casual style and 11 in a consultative style, with the casual approach used more frequently.

The Third researcher is Haritsyah, Yevis (2023). She is a student at Andalas University. Her thesis is "The Stylistics Analysis Of Ardhito Pramono's Style In A Letter To My 17-Year-Old Album." This study examined four linguistic and stylistic aspects of the lyrics from the album A Letter To My 17- Year-Old by Ardhito Pramono. With a focus on the syntactical, lexico-semantic, phonological, and graphological levels, this study took a linguistic stylistics approach. This study employed a qualitative approach. The information went in phrases, words, and complete sentences from the song lyrics of Ardhito Pramono's album, A Letter To My 17-Year-Old. After gathering the data, the researcher applied the theories of Chomsky, Keraf, Khan, and Jabeen to categorize the phonological group, Yeibo and Akerele to rank the graphological level, and Chomsky to order the syntactical level.

The graphological portion, however, included the smallest amount of data. The album's prominent language patterns were noun phrases, divergence with frequently subjectless lyrics, repetition, and predominance of assonance at the phonological level.

The study revealed that the dominating linguistic style in this album made the songs easier to sing, listen to, and fit the beat of the songs by predisposing listeners to remember the music.

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METHOD

We did the research using a qualitative approach. It is the most appropriate for this research's analysis because it thoroughly describes language style. Sari Wahyuni (2012:76) defines qualitative research as an inductive method for comprehending an individual's or group's experience. It indicates that the information gathered during qualitative research explains the descriptions of individuals, settings, and conversations clearly and thoroughly. Additionally, the data comes out as words rather than figures.

Since the data in this study took the form of words and statements made by Niki, Zach, and Dan on the Zach Sang Show YouTube channel, they were to be descriptive assessments based on the script of the "NIKI Talks Indigo, 88rising & Head in the Clouds II" material. This method can provide a flexible response to the research topic in the first chapter.

3.1. Data and Source of Data

To analyze this research, the researcher collected the data from the "NIKI Talks Indigo, 88rising & Head in the Clouds II" by Zach Sang Show YouTube Channel. The data source comes from Niki, Zach, and Dan's dialogue from the "NIKI Talks Indigo, 88rising & Head in the Clouds II" by Zach Sang Shows YouTube Channel. Zach Sang launched this YouTube channel, which debuted in August 2012.

3.2. Technique of Collecting Data

- a. Watching the NIKI Talks Indigo, 88rising & Head in the Clouds II videos on the Zach Sang Show Channel Ten times.
- b. Writing a transcript of the speech obtained from the Transcript Column available on the YouTube video.
- c. Identifying the language style by reading the transcript based on the Martin Joos Theory.
- d. Classifying the data based on the language style types

3.3 Technique of Analyzing Data

1. Identified the utterances by finding the language style used by Niki, Zach, and Dan in "NIKI Talks Indigo, 88rising & Head in the Clouds II."
2. Wrote a transcript of the speech obtained from the Transcript Column, which is available on YouTube.
3. Used Joos's theory (1976) to categorize the data from Zach Sang Show's YouTube video in the "NIKI Talks Indigo, 88rising & Head in the Clouds II."
4. Used Joos's theory (1976) to examine the different language styles in the video from Zach Sang Show's YouTube channel.
5. The researcher's final stage involved concluding the language Niki, Zach, and Dan used to address the study issues based on the information discovered by the researcher.

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RESULTS & DISCUSSION

The researchers identified three of the five kinds of language styles by Martin Joos that were utilized in this YouTube video. Formal, Casual, and Intimate styles are among them. There were 30 findings of 9 Formal Styles, 18 Casual Styles, and 3 Intimate Styles.

No.	Utterances	Types of Language Style
1.	Niki: "I don't think that I ever realized how underrepresented Asians were in mainstream media until I joined forces with 88, and I was exposed to just the lack of, you know, representation." Zach: "And at the same time, some incredible talent." Niki: "Oh Absolutely, it's just been like my absolute honor to be on this." (40.46)	Formal Style
2.	Niki: "About, I was moving on with my life. I was about to graduate, you know. Then, unknownst to me, he sends it to Sean." Zach: "Your manager?" Niki: "Yes, well, his (Rich Brian) manager at the time." (39.02 - 39.07)	Formal Style
3.	Zach: "Do you remember the first song you ever wrote?" Niki: "My first song was in English." (33.24)	Formal Style
4.	Zach: "Do you remember who taught you about YouTube?" Niki: "No, I think a lot of my friends were just like on YouTube, and then I just kind of learned how to use it." (35.00)	Formal Style
5.	Dan: "So, how did you join 88 Rising?" Niki: "So see you, we never talked about that. So, Brian and I became friends because Brian's also Rich Brian is also an Indonesian, so we met in Jakarta." (37.31)	Formal Style

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6.	Dan: “Why do you think 88Rising has been able to be so successful?” Niki: “Honestly, I don't think there's been an Asian company dedicated specifically to Asian talents like in America. I think.” (41.59)	Formal Style
7.	Zach: “Where’d you go to school?” Niki: “I’m school in Nashville.” Zach: “What do you learn about music, living in Nashville and going to, like, college?” Niki: “Okay, it’s Interesting” (48.46)	Formal Style
8.	Zach: “How do you convince your dad that leaving school is the right thing, right?” Niki: “Dude, it was like it took a long time, so that was the first phone call, and that was a very cheerful conversation because he was just like not understanding it, and he was like, I don't want to talk about this over the phone. Come home like for Christmas, and we'll talk about it.” (51.31)	Formal Style
9.	Zach: “Sorry, YouTube community. Please, don't judge me. And if there's an expert there to help me cook the food, I would love to come.” Niki: “Amazing.” (1.05.54)	Formal Style
10.	Niki: “Hey, it's Niki. I was just on the Zach sang show. We just talked about life and Asian representation, music, ramen, colors, and everything. So, stay tuned.” Zach: “We have Niki here.” (0.00- 0.15)	Casual Style
11.	Dan: “Why do you think it's been so hard for Asian artists to break into America?” Niki: “Dude, honestly, we could get into that. I have this question all the time, and honestly, I don't have the answer.” (04.30)	Casual Style

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12.	Zach: “I feel like you've had this yearning for America from a very early age and I think it's very much reflected in your music from La Cienega to Anaheim I mean you've written entire songs dedicated to this in place yeah. Please tell me what you see here I applaud you as somebody who's been coming back and forth and lived here for the last five years.” Niki: “It wasn't that deep here's the thing my upbringing in Indonesia was very interesting and it's not it it was very unorthodox. So first of all, Indonesia is not an English-speaking country everybody speaks Bahasa Indonesia and so like the fact that I even had access to a private school back where like I was exposed to know American accent like English.” (11.31)	Casual Style
13.	Niki: “Hey, it's Niki. I was just on the Zach sang show. We just talked about life and Asian representation, music, ramen, colors, and everything. So, Stay Tuned.” Zach: “We have Niki Here.” (0.15)	Casual Style
14.	Niki: “All that to say, I ended up calling my dad. That year, in April of 2020, last year I was kind of like, "Dad, I ran drop out like I really can't do this anymore." He was like, "Yeah, I saw it coming as I felt it," he was like, you know what, like, "Go do it cuz like you're not gonna be. I don't want you to be stuck in something we're like. You find no happiness or no joy in anybody.” Zach: “Even the FOMO of what could be would ruin the school experience?” Niki: “Yeah, know exactly and, know, so I was very blessed that my dad eventually came around, but, yeah, it was a process, and it really took a lot of like courage and just kind of like a lot of risk-taking.” (52.49)	Casual Style
15.	Zach: “Do you remember the first song you ever wrote?” Niki: “My first song was in English, and oh god, it was horrible.” Zach: “What is it about?” (33.24)	Casual Style
16.	Zach: “What was it called?” Niki: “God, oh. It was called Somewhere in the Sky.” Zach: “Interesting.” (34.08)	Casual Style

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17.	Niki: “I was like sick, and this is fucking dead you because 88 Rising was super underground and then but like big enough in Indonesia”. Zach: “Yeah. If you knew, you knew it.” (39.27)	Casual Style
18.	Zach: “Nashville is one of the writing capitals of the world.” Niki: “Exactly, so it's like I really saw no downsides to it like in the beginning, and then I just like lived there, and everything closed at 9:00, and it was kind of like what, like, dude, it was crazy like it is a nine-to-five city.”	Casual Style
19.	Niki: “He's low-key like my Indonesian business manager. Now he's just like on the email threads with my real managers, just like “Hey, how's it going?” you know it's really cute.” Zach: “Checking him and managing your massive portfolios.” Niki: “Exactly.” (55.11)	Casual Style
20.	Zach: “Taylor Swift, you like her?” Niki: “Yes.” Zach: “You opened for her in 2014?” Niki: “I did, indeed.” Zach: “Is she nice?” Niki: “She was very nice. She was super chill. I don’t really get to talk to her that much, but she was really cool. She greeted me backstage and was just super casual and nonchalant about it, and I was like, you know, almost like hyperventilated and I died, but it’s fine, she’s just kind.” (35.42 - 35.53)	Casual Style
21.	Zach: “You said at the head of the Clouds festival that I want to say, as an Asian female, I do not take this day and the stage for granted.” Niki: “Because, dude. Asia, in general, is so freaking, like, diverse.” (03.58)	Casual Style

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22.	Zach: “We will shift to some music here because your voice is sick.” Niki: " Thank you. Zach: “Not in an unhealthy way, but a very great way. I mean, it affects me with goodness. It's infectious in the right way.” (15.57-16.03)	Casual Style
23.	Niki: “That is how it came together, and I'm articulating this scatterbrain. I'm sorry, but it's just kind of, um, yeah, it was. That was the process.” Zach: “Do you realize there's a connection between these records after it's done?” Niki: “Yes, sorry, that was the hole. That was the last trail I was trying to get to that I completely forgot. Still, yes, all that to say, when I put them together, like in my like to the track list, I was like, wait, this could make sense as a single-line narrative if you listen to it top to bottom, and that was a total accident like I didn't even think about it. Still, it makes sense that it could be all about the same person from top to bottom.” (18.58)	Casual Style
24.	Zach: “Niki, Thanks for hanging out.” Niki: “Thanks for having me, you guys. It has been a pleasure.” (1.06.18)	Casual Style
25.	Zach: “I was wondering why I'd be Zephyr” Niki: “Yeah, that was honestly just kind of like, let’s do a play on a thing like with my name. But yeah, also on the flip side, like Zephyr, not on the flip side, but a second part to that is definitely except for me, like a gentle breeze. I was just kind of like, that’s what I mean. Zach: “I didn’t know. Niki: “There you go, English lesson from a non-like native English person. Hmm, they’re not English, but like English speaking. Dude, help me. I’m scrambling here.” (1.07.01)	Casual Style
26.	Zach: “What do you learn from that, like working with so many different creatives?” Niki: “Dude, I'm just trying to break stereotypes, especially regarding Asian females. I'm just tired, like we're just sick of it.” (45.33)	Casual Style

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27.	Niki: “Because I used to go by my birth name, and I that was just I used to make really like acoustic, folk indie, sounding music which I still am very much drawn to.” Zach: “And there's hints of that and your stuff.” Niki: “Oh, thanks. Really? Interesting. I take that as a compliment.” (27.02)	Casual Style
28.	Niki: “Oh, how cute would it be to like to go on a date and like Disneyland, you know.” Zach: “Have you gone yet?” Niki: “To Disneyland? Yeah.” Zach: “On A date?” Niki: “No.” (13.45)	Intimate Style
29.	Niki: “Sean, he is like my Bronco. Zach: “Your brother-uncle?” Niki: “Yeah, you know what I’m saying, I don't know. I don't know if he'd get offended, but if you know, he is like my uncle. So, I'm just going to say brother, he's like a brother. But we know that he is my manager.” (43.19)	Intimate Style,
30.	Zach: “Hello, beautiful human. Thank you for being here. Dan's here, too. Let's not forget him.” Niki: “Hello.” Dan: “Hello.” (00.34)	Intimate Style

Table 4.1 Language Style Found in the Category of Joos’s Theory (1967)

There are several conclusions from analyzing the language style types found in the Zach Sang Show YouTube Channel. There are 30 pieces of data in this research. Researchers analyzed data based on five language style types from Martin Joos' theory. The five types of language styles are Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. The researcher only found three language styles in Niki's Video Interview with Zach Sang: Formal, Casual, and Intimate. The language style that researchers find most is Casual Style. Because this interview is set in a semi-informal setting, the topics are varied; therefore, there are many casual types. Meanwhile, this research found no evidence of consultative or frozen styles.

The researchers found that the language style occurs because of the reasons and purposes for using the language. Language styles vary depending on the context, including subject matter, audience, mode of discourse (speaking or writing), and formality of the occasion. Several social factors, such as background and language, influence these reasons.

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