

**LANGUAGE STYLE USED BY THE TOUR GUIDE AND
TOURISTS IN BALI.**

THESIS

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FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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**LANGUAGE STYLE USED BY THE TOUR GUIDE AND
TOURISTS IN BALI.**

THESIS

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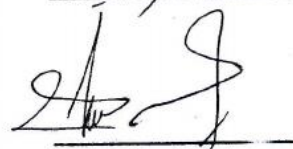
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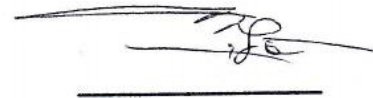
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MOTTO

Live your life by trying and praying

Move forward or oppressed time



DEDICATION

Alhamdulillah

I thank you very much to Allah subhanahu wataala who has allow me to do this thesis sholawat and salam to my prophet Muhammad Saw, who has teach me to be good person and thank full to my parent H. Nizarudin and Hj. Norhasana who always pray for me, hopefully Allah always gave you health, I love you so much.

My young brother Mohammad Kholilurrahman, I wish you grow become smart kids and useful for the nation and state. My grand father H. Rahwan and my grand mother Hj. Makkiyah who nurse me when I was a child.

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ABSTRACT

Khaliq, Ahsanul. 2018. Language Style Used By The Tour Guide And Tourists In Bali. Thesis English Letters Department, Faculty of Humanities, State Islamic of Malang.

Advisor : Kun Aniroh M.pd, M.Par.

Keyword : Language Style, Tour Guide, Tourist, types of Language Style.

This thesis investigates language style used by the tour guide and tourists in Bali. This study observed how the tour guide and tourists use language style and what types of language style based on Martin Joss theory. The author conduct this research combination between the Language Style Theory and the Useful Language Style in the practice of tour guide in Bali. The author was taking data from interaction process between the tourist and tour guide in Bali. Especially casual style in daily conversation. Casual style is practice about our daily life, how we speak about anything without certain regulation in the ethic of speaking.

The main purpose of this research is to identify how the tour guide and tourists use language style and what types of language style that used by the tour guide in conversation with tourist in Bali. This research used qualitative as a research design in analyzing data.

The result of this study is the author found three types of language style that used by the tour guide and tourist during conducting a journey to the Monkey Forest at Ubud, Bali. The author found formal style, consultative style and casual style in this research. Casual style is a style that used dominantly by the tour guide and tourist in their activity. The use of casual style is influenced by a word of choice, situation and condition, participant, and place. In this style, the author found six data. While in the formal style, the author found two data. For the consultative style, the author found five data.

The author suggests to the next writer with the same topic to find out much data in order to the next writer could identify the data with all types of language style. Moreover, it could enrich readers' knowledge and get better understanding in language style.

ABSTRAK

Khaliq, Ahsanul. 2018. *Language Style Used By The Tour Guide And Tourist In Bali*. Skripsi Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

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Kata Kunci : Gaya Bahasa, Pemandu Wisata, Turis, Macam-Macam Gaya Bahasa

Skripsi ini meneliti Gaya Bahasa yang digunakan oleh pemandu wisata dan turis di Bali. Kajian ini mengamati bagaimana pemandu wisata dan turis-turis menggunakan gaya bahasa dan apa saja macam-macam dari gaya bahasa menurut teori Joss Martin. Penulis melakukan penelitian ini dengan mengkombinasikan antara teori gaya bahasa dengan manfaat gaya bahasa yang di praktekkan oleh pemandu wisata di Bali. Disini penulis mendapatkan data dari proses interaksi antara pemandu wisata dengan turis di Bali. Khususnya gaya biasa dalam percakapan sehari-hari. Gaya biasa sering di praktekkan oleh kita dalam kehidupan sehari-hari, bagaimana kita bicara tentang apapun tanpa dibatasi oleh peraturan tertentu.

Tujuan utama penelitian ini yaitu mengidentifikasi bagaiman pemandu wisata dan turis-turis menggunakan gaya bahasa dan apa saja tipe-tipe dari gaya bahasa ini yang digunakan oleh pemandu wisata dalam berkomunikasi dengan turis-turis di Bali. Penelitian ini menggunakan metode kualitatif sebagai bentuk penelitian di dalam menganalisis data.

Hasil dari penelitian ini adalah penulis menemukan tiga macam dari gaya bahasa yang digunakan oleh pemandu wisata dan turis selama melakukan perjalanan ke wisata Monkey Forest di daerah Ubud Bali. Pada penelitian ini penulis menemukan gaya formal, gaya consultatif, dan gaya biasa. Gaya biasa adalah gaya yang paling sering digunakan oleh pemandu wisata dan turis dalam aktifitas mereka. Penggunaan gaya biasa dipengaruhi oleh pilihan kata, situasi dan kondisi, partisipan, dan tempat. Pada gaya formal penulis menemukan dua data. Pada gaya consultative penulis menemukan lima data. Terakhir pada gaya biasa penulis menemukan enam data.

Penulis menyarankan kepada peneliti selanjutnya dengan topik yang sama untuk menemukan lebih banyak data agar peneliti selanjutnya bisa mengidentifikasi data dengan seluruh macam gaya bahasa. Oleh karena itu, penelitian ini diharapkan bisa menambah pengetahuan dan pemahaman yang lebih baik tentang gaya bahasa.



الملخص

خالق، أحسن. 2018. أسلوب اللغة المستخدمة من قبل الدليل السياحي والسياح في بالي. بحث العلمي لقسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلامية الحكومية مولانا مالك إبراهيم بمالنج.

المشرف: كون أنيرة، الماجستير
الكلمة الرئيسية: أسلوب اللغة، مرشد سياحي، سياحي، أنواع أسلوب اللغة

هذه الرسالة تحقق في أسلوب اللغة المستخدمة من قبل المرشدين السياحيين والسياح في بالي. لاحظت هذه الدراسة كيف أن الدليل السياحي والسائحين يستخدمون أسلوب اللغة وما هي أنماط اللغة المعتمدة على نظرية مارتن جوس. إجراء المؤلف هذا المزيج البحثي بين نظرية نمط اللغة مع أسلوب اللغة المفيدة في ممارسة الدليل السياحي في بالي. المؤلف أخذ البيانات من عملية التفاعل بين السياحي ومرشد سياحي في بالي. نمط عارضة خاصة في المحادثة اليومية. أسلوب غير رسمي هو ممارسة حول حياتنا اليومية ، وكيف نتحدث عن أي شيء دون تنظيم معين في التحدث إلى الأخلاق.

الهدف الرئيسي من هذا البحث هو تحديد كيفية استخدام الدليل السياحي والسائحين بأسلوب اللغة وأنواع اللغة المستخدمة في الدليل السياحي في بالي. استخدم هذا البحث نوعًا كصورة بحث في تحليل البيانات.

والنتيجة هذه الدراسة هي العثور على المؤلف ثلاثة أنواع من نمط اللغة التي استخدمها المرشد السياحي والسياحية أثناء إجراء رحلة إلى غابة القروود أوبود بالي. وجد المؤلف أسلوبًا رسميًا وأسلوبًا استشاريًا ونمطًا غير رسمي في هذا البحث. النمط غير الرسمي هو النمط المهيمن الذي يستخدمه المرشد السياحي

والسائح في نشاطهم. استخدام أسلوب غير رسمي يتأثر بكلمة الاختيار ، الحالة والحالة ، والمشارك ، والمكان. على النمط الرسمي وجد المؤلف اثنين من البيانات. على النمط التشاوري ، وجد المؤلف خمسة بيانات. والأخير هو نمط عارضة. في هذا النمط ، وجد المؤلف ستة بيانات.

يقترح المؤلف على الكاتب التالي بنفس الموضوع لاكتشاف الكثير من البيانات لكي يتمكن الكاتب التالي من التعرف على البيانات بكل أنواع أنماط اللغة. علاوة على ذلك ، يمكن أن يثري معرفة القارئ ويكتسب فهماً أفضل في أسلوب اللغة.



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CHAPTER 1

INTRODUCTION

This chapter presents some points about this research. The first one is the background of the study explaining the reason selecting the topic, why the author chooses tour guide to be analyzed. The second is the research question, this chapter accommodates two questions that will become the keys of conducting this study. The third is objectives explaining about the aim of this study. The fourth is significance, it analyzes how the tour guide and tourists use language style. The fifth is limitation of the study focuses on expounding the interaction process between tour guide and tourists in Bali. The sixth is research methodology consists of five methods, which covers research design, data sources, research instruments, data collection, and data analysis. The last is definition of term that analyzes several terms that are used in this study.

1.1 Background of the Study

Human is social being who instinctively pushed to associate with other, either for declaring his interest and argument, or influencing other humans for his/her own or group interest. Therefore, language is considered as important aspect as a tool of communication in social life. Language is a mean of transferring the information or idea that has meanings which is understandable.

When a person interacts with others, it must occur a communication. Their communication will be influenced by the circumstance or the social context in

which they may have different styles of language depending on situation and condition of its social context. For instance, language style used in a conversation between teacher and student in the school will be different from student and his friend in the mall.

What is meant by language style here is the choice among the other alternatives in using language or method of applied language, express and reflect social factors, manner who is used by someone to give information to other people until that information is acceptable.

This thesis investigates language style used by the tour guide and tourists in Bali. Tour guide is one of the important component system trade in tourism services which is very influential toward the quality of the tourism as a whole. Tour guide is someone who provides services to guide tourists to provide guidance, directions and explanations about a tourist attraction.

Some guides are self-employed, create and market their own tour, some others are employed by the travel industry and conduct predesigned tours while others are employed by corporation or organization. According to Karisma (2013), there are some types of tour guide, obiter: On site guide, it is a guide who does tourist trip by special vehicle. This type does not get high pay, even they work voluntarily because of the passion to particular object, like museum, temple, and others. Yet, there are also companies that hire this type of tour guide and offer

high pay for tourist attraction guard. They commonly offer visit to monument, or particular area like religious tourism.

The second type is city tour guide or private guide. In some countries, private guide sometimes runs a guide that called by exclusive tour, they offer the travel by themselves by using public transportation like taxi to get the tourists around the city. However, city tour guide must have knowledge about particular tourism and they must have license from the government. The third type is specialized guide. It has unique skill or special skill. Like the tour guide who guides adventure tourism, like diving, rafting, or tracking. Specialized guide is also called as step on guides.

The fourth type is freelance guide or part timer is a guide work to travel company, travelling to particular area, and paid every trip and is free conducting tourism activities according to tourist demand or other company who needs them. The fifth type is payroll guide is a guide that working on a travel company and usually has fixed salary. The next type is domestic guides are they who guide domestic tourists. While the last is foreign tourist guides are they who guide foreign tourists. From some types of tour guide above, the researcher only focuses on investigating the freelance guide.

Many tourists who came to Bali make Balinese interested to be tour guide. Yet, not every people has opportunity to be tour guide, because Bali government made regulations about the tour guide that every tour guide has to have certificate

as substantiation have followed tour guide course. Unfortunately, there are many illegal tour guides who do not have course certificate since today. On the other hand, the tour guide must have an identity card as an operational license.

Tourists who visit Bali come from various countries. Most of them came to Bali for business, but there also came to Bali for holiday, work, and study. In the aspect of communication, some of them use English well with appropriate grammatical rules, there are also those who speak without using good grammar. On the other hand, the style of their language is also different.

There are some types of tourists based on I Dewa Putu Angon (2011), obiter: foreign tourists, domestic foreign tourists, domestic tourists, indigenous foreign tourists, transit tourists, and business tourists. However, the researcher only focuses on investigating the foreign tourists.

The main purpose of this research is identifying how the tour guide and tourists use language style and what types of language style in conversation between the tour guide and the tourist are. What is meant by language style here is the choice among the other alternatives in using language. It refers to the way the speaker conveying the same information by using different expression and related to different variations of language that are used in different situation and needs, Ducrot and Todorov (1993:44). Language style is a method of applied language study which uses textual analysis to make discoveries about the structure and function of language (Simpson :1996). Meanwhile, according to Akamajian, et.al

(2001), language style has relationship with language variation. In addition, language variation is used to express and reflect social factors. According to author, language style is a manner that is used by someone to give information to other people until that information is acceptable.

In this research the author uses Martin Joss's theory to analyze the conversation between tour guide and tourists. Martin Joss (1976:145), divides language style into four types; frozen, formal, consultative, and casual style.

The phenomenon or the process of the people that speak differently invites some experts to think why people speak differently for the same topic, why people speak differently in the different context for the same message that is social factor and social dimension. The author identifies this research based on the types of language style according to Martin Joss. Yet, the author more dominantly uses casual style to identify the interaction between tour guide and tourists. By using this theory the author can investigate conversation between tour guide and tourists where the tourists incline to use casual style in their activity either when they are at hotel or in tourism spot.

Actually, the use of language style is not only found in the daily conversations, but also in magazine, newspaper, short story, novel and etc. In expressing or delivering ideas in both forms, spoken and written language, people have and use their own style because it is related to the social aspect. Chaika

(1982:29) states that style refers to the selection of the linguistic form to convey social or artistic effects. Style also acts as a set of instructions.

There are some studies on language style which were previously done. For example, Rahman (2015) on his thesis entitle "*Language Style Used In Asia Tours And Travel Advertisements*". He used language style theory to investigate informal style that used for Advertisement.

Fadhila (2013) on her thesis entitle "*An Analysis of Language Style Used by the Main Characters on What Girl Wants Movie*". There are two points in the result of this research. First is type of language styles used in this movie. It was casual language style and intimate language style. Second is the dominant language style. It was casual language style. In accordance with the findings, the researcher would like to suggest to further researcher to analyze other elements, such as the power of language style or its functions.

This research was different from the previous study, here the author will identify the kinds of language style. So, from interaction between tour guide and tourist, the author will classify which one is included in frozen, formal, consultative, casual style, intimate style, slang, colloquial, formal, and informal style. After that the author will identify and will elaborate the explanation based on the types of language style.

The author prefers to investigate casual style, because usually the tourist is more using casual style on its way. According to Martin Joss (1976), casual style

is a style among intimate members of a family or friends that does not need complete language with clear articulation. It is enough to use short utterances. The vocabulary is loaded with many lexical element, dialect element, and elements of language local. Then, the other difference is research source. The author analyzes the data by using conversation between tour guide and tourists in Bali. Why the author did this research in Bali, because here there are many foreigners use English that also come from various countries.

1.2 Statement of the Problems

Based on the background of the study above, this study undertaken to answer the following questions.

1. What types of language style are used by the tour guide and tourist?
2. How do the tour guide and tourists use language style?

1.3 The Objectives

Based on the focus of the study above, the objective of the study aims to find out how the tour guide and tourists use language style and what types of language style used by tour guide.

1.4 Significance

1. Practical Significance

This research analyzed language style on how the tour guide and tourists use language style. It is very important because between Indonesia and other

countries have different culture in delivering the language. So, practically to avoid misunderstanding in ethic speaks between tour guide and tourists need to review language style as an emotional approach tool so that communication between them can be optimal. The result of this research is expected to increase knowledge toward tour guides in Bali so that the tour guides in Bali can offer more professional service for their guest.

2. Theoretical Significance

Theoretically language style is an instrument emotional approach among tour guide and tourists. By using language style, the guide could communicate with tourists by using several types from language style such as frozen, formal, slang and casual, depending on their condition

1.5 Scope and Limitation

This research investigates language style used by the tour guide and tourists in Bali to know how the tour guide and tourists use language style and, what types language style used by tour guide. The researcher limits this research by focusing on the process interaction between tour guide and tourist in Bali.

1.6 Research Method

The research methodology consists of some sub chapters; research design, research subject, data source, research instrument, data collection, and data analysis.

1. Research Design

This research used descriptive qualitative research design. Descriptive research is a study designed to depict the participants in an accurate way. More simply put descriptive research is all about describing people who take part in the study. This research described the types of language style used by tour guide and how the tour guide and tourists use language style.

Qualitative research is a type of social science research that collects and works with non numerical data and that seeks to interpret meaning from these data that help us to understand social life through the study of targeted populations or places, Crossman (2017). The author tried to analyze the data deeper focuses on language style that is used by tour guide in Bali.

2. Research subject

This research focused on process interaction between tour guide and tourist in Bali. The principle motivation why the author chose Bali as research location is because beside Bali is the tourist spot paradise, Bali also has the professional tour guide as one of the subject in this research.

3. Data Sources

The data sources in this research were taken from interaction between tour guide and tourists in Bali. The author took this data during the tourist doing trip to tourism spot.

4. Research Instrument

In this research the author acted as instrument to collect the data during the research. In other hand the author used video recording to collect the data during the interaction between tour guide and tourists.

5. Data Collection

The data of this research were taken from communication process between tour guide and tourists in Bali. In their communication the author will find some language styles that were spoken by tourists and tour guide in the field. In the first step, the author watched a video conversation between the tour guide and tourist, then the author wrote the script from the data source. Then in the next step the author collected the data gotten based on the types of language style in the process interaction between tour guide and tourists.

6. Data Analysis

After obtaining the data from interaction between tour guide and tourists in Bali, the author analyzed the data using language style theory based on Martin Joss's theory. Here the author answered the statement of the problems. How the tour guide and tourists use language style and what types of language style used by tour guide. The author is going to explain and analyze the data source using language style based on Martin Joss.

1.7 Definition of Key Terms

To avoid misunderstanding by the reader in conceiving the terms in this research, the definition is given as follows:

- Language style : Alternatives in using language, method of applied language, express and reflect social factors, manner who is used by someone to give information to other people until that information is acceptable. Here types of language style; frozen, formal, consultative, casual, intimate, slang, colloquial, formal, and informal style.
- Tour Guide : Tour guide is someone who provides services to guide tourists to provide guidance, directions and explanations about a tourist attraction.
- Tourists : A person who is traveling or visiting a place for pleasure.
- Culture : Culture here means the text and practices whose principal function is to signify, to produce or to be the occasion for the production of meaning.

CHAPTER II

LITERATURE REVIEW

Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool of their communication (Wardhaugh, 1985:29). Communication means transferring information, idea, wish, or desire from one person to other person. Basically, the aims of using language is to get information or idea from other people.

In any aspect, language plays an important role in building communication in the education world, business, tourism, and others. For instance in the aspect of tourism, there will be different language and culture between tour guide and tourists, so there is a need to build a bridge that connects them, that is with language that can be understood by each other. In sociolinguistics, language is associated to social conditions, norms, and ethics in conveying information, so that no one misunderstands in capturing the information.

In concept of sociolinguistics that language is tool or function for delivering thought is reputed too tight, because, according to Fishman (1972) that the problem in sociolinguistics is “who speak what language to whom, when and to what end”. So that, purpose of language that are based on speaker, listener, topics, code, and value of discussion.

2.1 Sociolinguistics

Sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community. (J.A. Fishman 1972: 4)

Sociolinguistics is concerned with how language is used to interact with, or is affected by, social factors such as gender, ethnicity, age or social class, for instance. As Coulmas defines, it is the study of choice and “the principal task of Sociolinguistics is to uncover, describe and interpret the socially motivated” choices an individual makes.

Sociolinguistics is an attempt to explain the relationship between language and society, why speak differently in different social contexts. (Holmes 1992:1)

Sociolinguists are interested in how we speak differently in varying social contexts, and how we may also use specific functions of language to convey social meaning or aspects of our identity. Sociolinguistics teaches us about real-life attitudes and social situations.

2.2 Culture

Raymond Williams (1983 :83) calls culture one of the two or three most complicated words in the English language. Williams suggests three broad definitions. First culture can be used to refer to be a general process of intellectual, spiritual and aesthetic development. We could for example, speak about the cultural development of western Europe and be referring only to intellectual, spiritual and aesthetic factor of great philosophers, great artist, and great poets. This would be a perfectly understandable formulation.

A second use of the word culture might be to suggest a particular way of life, whether of people, a period or a group. Using this definition, if we take a look at the cultural development of Western Europe, we would have in mind not only the intellectual and aesthetic factors, but also the development of, for example, literacy, holidays, sport religious festivals. Finally Williams suggests that culture can be used to refer to the works and practice of intellectual and especially artistic activity. In other words, culture here means the text and practices whose principal function is to signify, to produce or to be the occasion for the production of meaning.

Culture in this third definition is synonymous with what Structuralism and post-Structuralism call signifying practices. Using this definition we would probably think of examples such as poetry, the novel, ballet, opera and fine art.

2.3 Language Style

When a person interacts with others, it must occur a communication. Their communication will be influenced by the circumstance or the social context in which they may have different styles of language depending on situation and condition of its social context. For instance, language style used in a conversation between teacher and student in the school will be different from student and his friend in the mall.

Chaika (1982: 29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Everyone has his own way in conveying his argument.

Siti Qori'ah in her thesis entitled language style used by the main character in the "lala land" movie states that According to Martin Joss (1976) defines language style as the forms of the language which speaker uses and depends on the degree of formality and Joss divides the style of language into five styles. Those are frozen, formal, consultative, casual and intimate style.

Language style tells us how to deliver the message, style is used in almost all element of language, such us dialect, pronunciation sound, gesture of body, choice of words and others, sometimes with smile and sometimes laugh loudly. One of the function of language style is as a controller of interaction in the social

life. Language style also tells listener how to take what is being said seriously, ironically, humorously and other.

Evi vitria in her thesis entitled the analysis language style in the songs lyric album “forgive me” by Maher Zain stated that Language style is a method of applied language study which uses textual analysis to make discoveries about the structure and function of language (Simpson: 1996). It means that style is a method which has structure used on text such poem, novel, and etc. Style refers to the way in which language is used in a given context, a given person, a given purpose, message and so on. Style is able to describe expression in spoken or written form such as poem, novel and songs. Style is also known as characteristics of language and a form of language structure which both form each relation.

According to Chaika (1982:31) speaker gives a great deal of information of themselves just by the words, grammar and pronunciations they choose both unconsciously and consciously. Therefore the listeners have the same interpretations with speaker’s style, but the information’s reveal the hearer, such as the speaker social or education background and regional affiliations.

Everyone is affected by his knowledge and environment to deliver purpose and aim in a communication. Therefore, the limits of ethic is indispensable when conducting a conversation with people who have different culture with us. So that, language style attends to give solution between two people who have different background, so the aim of communication can be appropriate to social life.

Language style is different from structural grammar, it has no rules. Style impacts on writing, strengthens the contact with the reader and heightens their awareness. So that, style always concerned with relationship between the participants in a certain condition.

In the journal entitled the analysis of language style in a novel the last tycoon, Dilla Sapriani says that According to Ducrot and Todorov (1993:44), language style is the choice among the other alternatives in using language. It refers to the way to convey the same information by using different expression and related to different variations of language that are used indifferent situation and needs. Language style tries to become bridge to connect the similar purpose, but by different expression.

Meanwhile, according to Akamajian, et.al (2001), language style has relationship with language variation. Both of them are almost the same language variety in talking about varieties of language. On the other hand, language style is the way to show our expression whether in formal or in informal situation. They talk about how people can communicate by using their own style.

2.4 Types of Language Style

Many experts have different opinions about language style. for example Joos (1976:145), divides language style into four types frozen, formal, consultative, and casual style. Meanwhile, Mandell and Kriszner (2003:17),

divides language style into four categories. They are slang, colloquial, formal, and informal style. It is the way of expressing our own way to communicate with other person.

First, frozen style or oratorical style is the most formal style. It is often used in a formal situation such as in formal ceremonies, court, and state documents.

Second, formal style according to Mandell and Kirsznier (2003:17), is used at special occasions that call for dignity and seriousness. It does not use constructions. It strives for absolute grammatical accuracy. Generally, formal style often uses in the formal events, talks about the serious problem such as in the formal speeches and official meeting.

Third, consultative style. According to Penalosa (1981), consultative style is the most neutral or unmarked of the styles. In using this style, the speaker supplies background information which assumes that the hearer needs to have it in order to understand what the speaker meant. Then, consultative uses in some group discussion, regular conversation at school, companies, trade speech conversation, etc.

Fourth, casual style. Casual style is a conversation that usually happened between two friends on Cafeteria or classroom. Fifth, intimate style. According to Joos (1976), good casual integrates two disparate personalities. It means that this style is a style among intimate members of a family or friends that do not need complete language with clear articulation. It is enough to use short utterances.

Sixth, colloquial style. Colloquial style is the style that relatively uses short simple sentences, often incomplete grammatical form like a generous use of constructions (I'll, we've, didn't, can't), clipped words (cab, exams, ads, phone, etc), and the omission of relative pronouns (who, which, that), a simplified grammatical structures, a personal or familiar tone which tries to create the impression of speaking intimately to the reader and usually use slang.

Seventh, slang style. Slang style refers to the more casual and informal situation. It consists of informal words that are used by teenagers or youth and certain group of people. Slang expression is affected by the speakers that used this kind of style. It may changes frequently. Some of the words are remarkably return and also some of them are not return. At the same time, the existence of slang vocabulary is never constant.

The last is informal style, Kirszner and Mandell (2003:17), states that informal style is often used in writing tests, informal essays. Reports can also be written in this way. In other words, the informal style is usually not following official or established rules and methods.

One of the example is:

(A) 'I feel very close to you.'

(B) 'So do I to you,' she said'

(A) 'Thank you.'

(B) 'Thank you'

(A) They laughed.

(B) 'Is this what you wanted?' she asked. 'I mean last night.

(A) 'Not consciously.'

(B) 'I wonder when it was settled, 'she brooded.'

Conversation above used colloquial style. It is appropriate to several theories about colloquial style. Colloquial is the type of speech that is used in everyday life. The conversation is easy to understand by the reader because the conversation happened in the informal situation. It was occurred when the functionary was together with people she felt closed to her. The first part of the conversation shows that both speaker expressed happiness for their conversation.

2.4 Tour Guide

Tourism is a complex exertion, because many activities that related in implementation of tourism. Many tourism activities, such hotel management, travel, and the others. Tourism is a journey from one place to other place, done by individual or group, as efforts to seek balance or accord and happiness with our life environment in social dimension, culture, nature and science (Kodhyat, 1983:4). In the journey of tourism, the role of tour guide that has obligation as coordinator and organize tourism activity.

Generally, guides still "represent a largely underrated, undervalued and underutilized human resource despite the widely acknowledged benefits and significant roles they assume in the tourism system" (Dioko; Unakul, 2005).

Guide is very important for people that make a tour. Guide is a person who has skill to give guideline to people that need a helping hand or guideline about something case. Tour guiding has been an area of research activity for the past years. Robotic (2010: 214) explains that “the origin and evolution of the role of tour guide was expounded by Cohen (1985), who was a pioneer of making tourists guiding a matter of scientific attention”. Consequently, various attempts have been made to describe tour guides and guiding professionalism. Tour guides mean different people. Hu (2007) says that tour guides are also known by titles like tour leaders, tour managers, tour escorts, local guides, docents and interpreters. Cruz (1999) adds that other names of a tour guide including tourist guide, local guide, and city guide but for the people outside the tourism industry call tour guides as tour managers, docents or interpreters.

Tour guide is someone who becomes a leader in the trip, usually leads a group to tour. Tour guide constitutes as one of the key holder of a successful event tour trip. Therefore in the appointment of a tour guide should really consider the ability of the tour guide in everything obiter: language, discipline, insight, polite and so on (Deski:1999). In his journal Robotic (2010) thought that the role of the tourist guide is complex and diverse, consisting of numerous “sub-roles” (Holloway, 1981). By analyzing the studies published on the subject, Zhang and Chow (2004) have noted down no less than 16 particular roles ascribed to guides, whereas Black and Weiler (2005) have noticed 10. Insisting on the fact that guides are of vital importance both for tourism and tourist experience, Black (in:

Pastorelli, 2003) has identified the following roles: information provider, social facilitator, cultural host, motivator of conservation values, interpreter of the natural and cultural environment, people mover. She also mentions “other roles and responsibilities of tourist guides”: teacher or instructor, safety officer, ambassador for one's country, public relations representative or company representative, entertainer, problem solver, confidant and counsellor. There some types of tour guide, obiter: City tour guide or private guide. In some countries, private guide sometimes runs a guide that called by exclusive tour, they offer the travel by themselves by using public transportation like taxi to get the tourists around the city. However, city tour guide must have knowledge about particular tourism and they must have license from the government.

Specialized guide. It has unique skill or special skill. Like the tour guide who guides adventure tourism, like diving, rafting, or tracking. Specialized guide is also called as step on guides. Freelance guide or part timer is a guide work to travel company, travelling to particular area, and paid every trip and is free conducting tourism activities according to tourist demand or other company who needs them. Payroll guide is a guide that working on a travel company and usually has fixed salary. Domestic guides are they who guide domestic tourists. Foreign tourist guides are they who guide foreign tourists.

In the world of tourism, the participation and contribution of a tour guide is very important for the success of a tourist activity because a tour guide is a man that always interacts with tourists during the tour. Therefore, a tour guide should

be able to adapt with all tourists and can coordinate the desire of the whole tourists.

2.5 Tourist

According to Muljadi (2009), the term of tourism was legitimated on 1937 in the international forum by economic commission of the league of nation. The formulation of the limits of understanding of tourist that was accepted internationally at that time is “tourist is any person travelling for a period of 24 hours or more in a country other than that in which he usually resides”. This definition then considered inappropriate, so that the commission consider it necessary complete by categorizing the tourist. The people who considered as tourists are: Those who travel for pleasure due to family, health, etc. Those who travel for holding a meeting or specific tasks, such as science assignment, government tasks, religion, sport, etc. Those who travel with business goals. Those who travel by ship although less than 24 hours.

In the next development two international institutions that is the union commission of nation and facility commission international civil aviation (ICAO) unable to accept understanding from the league of nations. Limitation of understanding of tourist taken at the United States convention on 1954 and ratified by more than 70 countries is “everyone who comes to a country because other reasons for the purpose of migrating and staying for at least 24 hours, and a maximum of 6 months in the same year”

Definition of tourists based on the international union of office travel organization (IUOTO) and word tourist organization (WTO) is: “any person who travels to a country other than that in which she or he has his or her usual residence but outside his or her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited”.

The international union of office travels organization (IUOTO) and world tourist organization (WTO) also define the tourist as “temporary visitor staying only one day in the country visited without staying over night (include cruise passenger)”. Under Law No.10 of 2009 concerning tourism, the definition of tourist is people who do tourism activities, while tours is a travel activity done by a person or group by visit specific place for recreation purpose, personal development, or learn the uniqueness of tourist attractions which is visited in a temporary period.

2.6 Previous study

Anna Bliablyna (2015) on her thesis entitled “*The Contribution of Guide in Developing Tourist Experiences During Historical Theatrical tours: The Case of Stockholm Ghost Walk*”. In this study the researcher discovers that the theatrical elements of the guided tour such as the guide’s performance, stories, interactions between the guide and tourists, and tourist/tourist interaction help tourists achieve a profound experience during the historical theatrical guided

tours. The research paper has indicated the importance of the interaction between the guide and tourists and tourist/tourist interaction, which make the tourist experience memorable and engages tourists both intellectually and emotionally with the theatrical historical performance. Moreover, it was discovered that the marketing strategy of the SGW relies heavily on the experience that tourists get during the historical theatrical tour, and that the tour guides helps promoting the tour through the interaction with the group.

Wei hu (2007) on his thesis entitle *“Tour Guides and Sustainable Development: the case of Hainan, China”*. It was discovered that the tour guides in Hainan do not exert (well) their expected functions either in enhancing enjoyable experiences for tourists, in supporting local resource conservation, on in promoting the healthy development of the local economy. Their potentials are blocked by the issues and problems of instant money making centered guiding conduct, below cost group receiving industry practices and unfair remuneration system for the guides, absence for protection measures to ensure the guides interest, opportunism in guiding and lenient certificating requirements, lack of professionalism and effective training, ineffective monitoring measures, and limited awareness of sustainable development.

Hwang Le Nguyen (2015) on his thesis entitle *“The Impact of Tour Guide Performance on Foreign Tourist Satisfaction and Destination Loyalty in Vietnam”*. The finding indicates that tour guide performance plays an important role on foreign tourists’ satisfaction and tourists’ destination loyalty in a package

tour. Tour guide performance is comprised of five dimensions – appearance, professional competence skill, solving problems skill, organizational skill, and entertainment introduction skill. Tour guide performance is not only positively and significantly related to the satisfaction of tourists, but also is one of the factors that determine the destination loyalty of customers.

Fadhila (2013) on her thesis entitle “*An Analysis of Language Style Used by the Main Characters on What Girl Wants Movie*” There are two points the result of this research. First is kind of language styles used in this movie. It was casual language style and intimate language style. Second is the dominant language style. It was casual language style. In accordance with the findings, the researcher would like to suggest to further researcher to analyze other elements, such as the power of language style or its functions.

Vitria (2013) on her thesis entitle “*Language Style in Songs Lyric Album Forgive Me by Maher Zain*”. The language style in Maher Zain’s songs lyric found twelve language styles. There are twelve language styles in the Maher Zain’s song lyric, these are : imagery, symbol, metonymy, understand, alliteration, assonance, anaphora litotes, paradox, metaphor, simile, hyperbola and consonance.

CHAPTER III

FINDING AND DISCUSSION

This chapter discusses two sections; findings and discussions. The findings and discussion are presented in the form of paragraph to give convenience reading for the reader. In the discussion section, the researcher consolidated the data and analysis in order that the reader can comprehend easier.

3.1 Findings

In this section, the researcher provides the findings with the interpretation in each paragraph aims to make the reader easy reading this research. The findings are based on the both statements of the problems how language style become important for interaction between tour guide and tourists? And What types of language style used by tour guide?

The researcher found some types of the language style that used by tour guide and tourist when we did trip to the monkeys' forest. While the tour guide realized how the importance language style in the trip for keeping the pleasing situation.

3.1.1 Formal style

Data 1

- Guide : Hello good morning, this is Jun, I'm tour guide. Today we will going to go trip to Ubud to see monkey forest, and I tour today with:
- Tourist 1 : Hi I'm Jane, I'm England. I with my mom, dad and my friend
- Tourist 2 : Hi, I'm Jave
- Tourist 3 : My name is Ruben and my partner
- Tourist 4 : I'm Mery, I from England, I'm with my partner, and I'm tourist adventure to see forest the monkeys.

Context:

From the dialogue, the tour guide was on the way with tourists. The tour guide opened his conversation by introducing oneself to his guest. By polite gesture and friendly attitude typical of Indonesian people the tour guide invited his guest introduced them self. They were family from England that holiday to Bali.

Data Analysis

According to Joos theory (1976) this conversation included in to formal style in the kinds of language style. The choice of word which used by tour guide is formal. Here also using the correct grammar. Sentence that used by tour guide is relatively long. Beside that on the sentence **“Hello good morning, this is Jun, I'm tour guide. Today we will going to go trip to Ubud to see monkey forest, and I tour today with”** this is polite sentence that used by tour guide in the formal situation. Say good morning is one of form expression familiarity indicated

by tour guide which made the atmosphere of the meeting more meaningful. Moreover addressed to people who the first encountered. Sometimes if we are talking to people who are not native English, they do not often really understand if we use non formal style even slang style since they do not study English with appropriate grammatical rules with using complete sentence and correct English grammar. It is better to use formal style in order that the information delivered by tour guide can be easily understood.

Besides, this can be seen from tourists' utterance in which respond the tour guide:

“Tourist 1: Hi I’m Jane, I’m England. I with my mom, dad and my friend”

“Tourist 2: Hi, I’m Jave”

“Tourist 3: My name is Ruben and my partner”

“Tourist 4: I’m Merry, I from England, I’m with my partner, and I’m tourist adventure to see forest the monkeys”

Here the participant also influence formal style usage. Jane, Jave, Ruben, and Merry wants to show respect to the tour guide with using polite sentence in order that they could be served well. Therefore formal style is very well for usage in the informal situation, yet in the formal conversation.

Data 2

Tour guide : The lady will help you

Context

The tour guide and tourist recently entered to the monkey forest. After they bought entrance ticket, they went to the monkey crowd. There was many people who sold food for the monkey. To take picture with the monkey, tourists must give food to the monkeys so that the monkeys not rebelled and not stole tourist stuff. Tour guide bought a banana to a lady and told her to help tourist took a photo with the monkey. Then tour guide told to tourists that the women would help them.

Analysis

The data above includes into formal style because the sentence that is produced is standard sentence and relatively normal. Formal style is used at special occasions that call for dignity and seriousness. It does not use constructions. It strives for absolute grammatical accuracy. In the sentence of **the lady will help you** this is polite sentence that used by tour guide in the formal situation and diction that is used by tour guide is conservative. He also used correct grammar as one of characteristic of formal style. Besides, the tour guide also avoided abbreviation. There was no contraction on that sentence. On the other hand, this utterance is produced by new people who meet for the first time, here the tour guide and the lady. Therefore it is better to use formal style in the informal situation, yet in the formal conversation.

3.1.2 Consultative Style

Data 3

Guide : Hey, I'm going take ticket for you, ok.

Jane : Ok

Context

On the conversation above guide and tourist just arrived at the monkey forest. They just got out of the car and ready enter to tourist spot. After seeing the scenery around tourism spot, the tour guide invited the tourist to walk toward the ticket counter. When they arrived at the gate, the guide made a little short conversation with a tourist. The tour Guide would buy entrance ticket for his guest, and the tourist invited guide bought a ticket.

Data Analysis

From the data above, this conversation happens in the place of ticket counter between the tour guide and tourists. Here guide opens a conversation with short sentence and simple words. It is one of the characteristics of consultative style. According to Martin joss (1976), consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information might be different. Here means that when using this style the speaker supplies their background information and also it means that consultative style is though formal enough but lower than formal style. One of the function of consultative style is used for negotiating about something, either with

colleagues or friend. The sentence “hey, I’m going take ticket for you, ok” delivered by the tour guide is short sentence that contain negotiation with tourist to buy a ticket.

Consultative style is also used in conversation at school, office, tourist spot, and others. The conversation between a tour guide and tourist is also part of consultative style. Conversation on the data above involved two participants that was tour guide and tourist. Consultative style could be identified by giving a feedback as conveyed by the tourist on the data above. After the tour guide asked permission to buy a ticket, the tourist responded by sentence “Ok” it indicates feedback by tourist to the tour guide. Besides, one of characteristics of consultative style is spontaneous sentence of participant. The word “Ok” that delivered by the tourist is spontaneous word that produced to give feedback for the tour guide.

Furthermore this conversation includes in consultative style in the kinds of language style because the participant, setting, and situation of participant related to the characteristic of consultative style.

Data 4

Guide : Your hand has to be like this, open your hand, open your hand.

Where is your phone, give it to me. You just stand in street, no problem.

Context

Tour guide and tourist recently entered to the monkey forest. After few meters they were walking in the monkey forest, they were greeted by dozens of monkeys that played around with visitors. Ruben one of the guest of tour guide was shocked by a monkey suddenly jumped to his shoulder. Ruben wants release the monkey, but the tour guide gave suggestion in order that Ruben opened and rised his hand so that the monkey did not run away. After that the tour guide asked his hand phone deposited with him so that the monkey did not stolen his phone , The tour guide request Ruben stood up on the street for taking picture.

Data analysis

From the data above, it includes into consultative style, because some characteristics of consultative style are contained inside. The utterance above is produced to give suggestions that are spoken by tour guides to tourists. Sentences that are spoken are simple and general sentences, sentences that are often used by new people and close friends or family. In addition in the sentence **open your hand, open your hand**, there are repetition words that are spoken by the tour guide to tourists. Repetition of words that less needed is one of the characteristics of consultative style. This repetition is influenced by certain cultures, beside that it was also influenced by certain condition and situation. Sentence of **open your hand** is also spontaneous sentence that spoken by tour guide to tourist because tour guide shock look the monkey jump to tourist shoulder, shock like this often pull out certain words, the word that produced is effect of dismay is characteristics of consultative style.

Data 5

Tourist : Take photo?

Lady : Yes take photo

Context

The tour guides asked a lady to accompany the tourists to take pictures with monkeys around tourist spot. By holding a wood and a few bananas, the lady walked to the crowd of monkeys with the tourists, while the tour guide followed behind them.

Analysis

The sentence shown in the data 5 includes into consultative style. According to Martin joss (1976), consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information might be different. Here means that when using this style the speaker supplies their background information and also it means that consultative style is though formal enough but lower than formal style. Based on the conversation above **take photo?**, **yes take photo**, it is short sentence and less well-planned. In addition, those conversation happen between two participants which is the discussion is less serious.

Consultative style could be identified by giving some feedbacks such lady delivered “**yes take photo**”, it is a feedback intended to tourist who remand a question to the lady. Consultative style is also used in conversations at school, office, tourist spot, and others. The conversation between tour guide and tourist are part of consultative style. The conversation on the data above involves two participants, the tour guide and the tourist. Furthermore this conversation includes in consultative style in the kinds of language style because the participant, setting, and situation of participant are related to the characteristic of consultative style.

Data 6

Tour guide : Release it.
 Tour guide : Higher higher higher.
 Jane : Oh mam
 Tour guide : Let it go, let it go, let the monkey, let the monkey. She is afraid of this monkey

Context

Jane was sitting in a crowd of monkeys, she holding a banana to feed the monkeys. Jane was raising her hand while holding a banana, suddenly many monkeys that jumped to her hand took the banana away. Jane felt shocked and fear.

Analysis

Based on the data above, those conversation includes into consultative style. According to Martin Joss (1976), consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information maybe different. The data above indicated simple sentence and common words, it is part of characteristics of consultative style. Moreover repetition word less needed like indicated in the sentence **higher higher higher** and **let it go, let it go, let the monkey, let the monkey** who produced by the tour guide is one of the characteristics of consultative style.

The other reason why the data above includes into consultative style is because it is influenced by the situation. The monkeys that jump to Jane's shoulder made Jane fear and produce such word. It indicated in the sentence **Oh mam**, The word that produced spontaneously is the characteristics of consultative style.

Furthermore this conversation includes consultative style in the kinds of language style because the participant, setting, and situation of participant related to the characteristic of consultative style.

Data 7

Jane: aw small monkey of my head around.

Context

Jane sat around the monkey. She sat while holding a banana and she was surrounded by some monkey. A monkey suddenly jumped and made her shocked. Jane was screech and fearful.

Analysis

The data above happens on Jane in the tourism spot. According to Martin Joss (1976), consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information maybe different. One of the characteristic of this style is the sentence that spoken spontaneous. In this case, Jane as participant in this research went to the monkey forest. Jane was taking picture with the monkey, suddenly she was shocking by a monkey that jump to her shoulder. In the middle of fearful, Jane screech and produce a sentence **aw small monkey of my head around**. The sentence that produce spontaneous is on of characteristic of consultative style.

Therefore, the data above includes into consultative style because the characteristic of that style is occur in this data.

3.1.3 Casual style

Data 8

Guide : Oh ya you wanna voice first?

Jane : Oh well

Context

Based on the data above, those conversation was carried out by two people, that is the tour guide and Jane. That conversation happened in monkey forest, which was when tour guide and tourists walked suddenly a monkey jumped to the tourist's shoulder, Ruben. As well the habit of tourist who took a picture at tourist attractions, tour guide was from the beginning hold Jane phone cell for taking picture during the trip, gave her phone cell because she was wanted sending a Voice note. With a friendly and polite attitude typical of Indonesian culture, the tour guide gave her phone cell while smiling.

Analysis

Based on Martin Joss theory (1976), the data above includes in to Casual style. Where casual style is the style that is used in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance. The data above indicated conversation two people who already know each other, it includes into characteristics of casual style based on Joss' theory. In the sentence of **oh ya you wanna voice first?**, this sentence indicated incorrect sentence viewed from grammatical rules. Yet, casual style prioritizes the understanding of meaning than the structure of sentence. One of the characteristics of casual style is there is no article and subject in the beginning of the sentence.

The other characteristics of casual style is most of sentence or phrase divided into three types; interrogative, declarative, and imperative. In the sentence

of **Oh well** who is spoken by the tourist is the type of declarative sentence as characteristics of casual style. Moreover, casual style is also marked by slang words. Slang is used to give sense of belonging and to give sense of identity for a group of people. On **wanna** word who spoken by the tour guide is word of Slang in which the standard word of **wanna** is want to.

There are some factors that influence why the conversation on the data above use casual style. The first one is setting. The setting here takes place in tourist spot. Tourist spot is not categorized as a formal place. Second, the situation is normal and relax, it is not a formal situation. The last the conversation happens between people who are already known.

Data 9

Tour guide : So you love photo short take?

Jane : Yes, I'm so glad, so I can't stop

Context

Merry was stood up around monkeys' crowd, suddenly a monkey jumped to her shoulder. Jane who looked a monkey on Merry's shoulder did not miss opportunity to take pictures. The tour guide was curious, asked to Jane if she loved taking picture? While she was taking picture of Merry, Jane answered the question of tour guide that she so loved taking a picture.

Analysis

Based on Joss Martin theory (1976), the conversation between Jane and the tour guide on the data above includes into casual style. Casual style is the style that is used in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance. Casual style refers to informal expression, ignore structure of sentence that appropriate with the grammatical rules and only focuses on meaning of a utterance.

The sentence of **So you love photo short take?** Who was spoken by tour guide is a sentence that incorrect in the grammatical rules but the sentence is understandable. The sentence is also influenced by situation and condition of participant, where the condition of participant is relax and informal situation. Moreover the tour guide and Jane have known each other, so that there is no certain ethics in their communication. Other characteristics of casual style is fast utterance. This was indicated by Jane in the sentence **yes, I'm so glad, so I can't stop** in which Jane says fast and relax, she took picture while making conversation with the tour guide.

The other characteristics of casual style is most of sentence or phrase divided into three types; interrogative, declarative, and imperative. In the sentence of **So you love photo short take?** Who is uttered by the tour guide is type of interrogative sentence as characteristics of casual style.

Data 10

Lady : Hey, sit down, this small monkeys.

Context

Jane would take pictures with the monkeys around her. First of all she was love took a picture with the monkey, but, suddenly she was afraid after a big monkey pulled the bag and her clothes, so that, she did not brave for taking a picture with the monkey around her. Yet, the lady persuade Jane to taking a picture with little monkey one more time.

Analysis

Based on joss theory (1976), the data above include into casual style in the language style. Language style is the style that used in daily conversation and relax situation. One of characteristics of casual style is there is no article and subject in the beginning of the sentence. **Hey, sit down, this small monkeys** is sentence who produced by the lady. It is a simple sentence that ignores grammatical rules and only focuses on meaning. Moreover the topic who is spoken by the lady is a less serious topic, it is part of characteristics of casual style, in which the lady tell Jane to sit down next to the little monkey.

Data 11

Jane : Let's me start for the smallest.
 Jane : Bullshit.
 Tour guide : Ok no problem, two monkey on the head.

Context

Jane was stood up in a crowd of monkeys, she held a banana for giving to monkeys. Jane raised her hand while holding a banana, suddenly many monkeys that jumped to her hand to take the banana. Moreover the monkey also pulled Jane's clothes that made Jane swearing to express her annoyance. Jane felt shocked and fear. When two monkey was on her head, Jane tried to struggle and release the monkey, but the tour guide asked her to remain calm.

Data Analysis

This conversation happens between the tour guide and Jane. This conversation happens in the crowd of monkeys around the tourist spot. According to Martin Joss (1976), the data above could be classified into casual style in the language style theory. Casual style is the style that used in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance. Casual style refers to informal expression, ignores structure of sentence that appropriate with the grammatical rules and only focuses on meaning of a utterance.

One of characteristics of casual style as indicated on data above is short word. In the sentence of **Bullshit**, it is a short word who produced by Jane in a non formal situation. In addition, impolite words and swearing words are characteristics of casual style. **Bullshit** is impolite word that produced by Jane as an annoyance expression to the monkey that makes her fearful.

The other characteristics of casual style is ungrammatical sentence. In the sentence of **Ok no problem, two monkey on the head** is incorrect based on grammatical rules. Casual style does not emphasize on the grammatical rules, it only focuses on meaning that could be understood by someone who has different culture and habit.

Moreover, the characteristics of casual style is most of sentence or phrase divided into three type; interrogative, declarative, and imperative. In the sentence of **Ok no problem, two monkey on the head** who is spoken by tour guide is type of declarative sentence as characteristics of casual style.

Furthermore those conversations include into casual style in the kinds of language style because it uses ungrammatical rules, impolite words, short word and the situation of participant related to the characteristic of casual style.

Data 12

Jave : My cell phone I save first.

Tour guide : Oh ok.

Context

Here tourists abuzz took a picture with the monkeys. They alternately took a picture while gave a banana to the monkeys. Jave has been watching the other tourist while the others were busy taking pictures, finally he was also taking picture with the monkeys. At the time he stood up between of monkeys, suddenly

a monkey jumped to his shoulder. Since he was afraid his cell phone was stolen by monkeys, Jave put the cell phone on his bag.

Analysis

According to Martin Joss (1976), the data above could be classified into casual style in the language style theory. Casual style is the style that use in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance. There are two reason why the data above includes into casual style. First, the data above happen between two participants who have known each other, they are Jane and the tour guide. The sentence that produced by Jave is informal sentence that produced in the relax situation. **My cell phone I save first** is sentence who spoken by Jave to the tour guide. The sentence is relatively short and ungrammatical, it is part of characteristics of casual style.

The other reason why the data above include into casual style is because the characteristics of casual style is most of sentence or phrase divided into three type, that are interrogative, declarative, and imperative. In the sentence of **Oh ok** who spoken by the tour guide is type of declarative sentence as characteristics of casual style.

Data 13

Jane: I'm not wanna big want.

Tour guide: what about this little monkey?

Tour guide: ok you want that one

Context

Jane felt traumatic with big monkey, after she was disturbed by few big monkey. After some meters she walked around the monkeys, Jane was chased by some monkeys, finally Jane run and hug Ruben. The other tourists laugh at Jane. The tour guide who looked at those situation offered to Jane to take a picture with little monkeys.

Analysis

This conversation happens between the tour guide and Jane. This conversation happens in the crowd of monkeys around the tourist spot. According to Martin Joss (1976), the data above could be classified into casual style in the language style theory. Casual style is the style that used in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance.

Casual style is characterized by two features of slang and ellipsis. Slang word is very informal word usage in vocabulary and idiom that is characteristically more metaphorical, playful, elliptical, vivid, and ephemeral than ordinary language. Slang word also make sense of group identity. Moreover slang word used among particular group that usually not used in serious topic. In the sentence of **I'm not wanna big want** who spoken by Jane is word of Slang in which the standard word of **wanna** is want to.

What about this little monkey? It was sentence that was spoken by the tour guide. Interrogative sentence is one of characteristic of casual style. It depends on the participants and the situations in delivered the sentence.

3.2 Discussion

This part present the discussion about the findings of the data analysis above based on the language style theory. According to Martin Joss (1976) defines language style as the forms of the language which speaker uses and depends on the degree of formality and Joss divides the style of language into five styles. Those are frozen, formal, consultative, casual and intimate style. On the findings above, the author found some types of language style that used by the tour guide and tourist in Bali, those are: formal style, consultative style and casual style. On the formal style the author found two data that include into formal style. On the consultative style, the author found five data that include into consultative style. The last is casual style. In this style the author found six data that include into casual style.

From five styles that states by Martin Joss in the language style theory, the author did not found frozen and intimate style. According to Joss (1976), frozen is the highest rank among the other styles. This style is typically is used in long sentence with good grammatical and vocabulary and it is commonly used in formal place, special event, and formal ceremony.

According to Martin Joss (1976), intimate style is completely private languages developed within families, very close friends, lovers, and soon.

Furthermore this style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. On the findings above, the types of language style mostly used in the conversation between the tour guide and tourist are casual style.

Casual style is the style that is used in daily conversation and relax situation. The casual style usually applied in friends, family, and acquaintance. Casual style refers to informal expression, ignore structure of sentence that appropriate with the grammatical rules and only focuses on meaning of an utterance.

Many of tourists doing vocation only for spending their time to taking walk and enjoy their spare time. Based on the findings above, in their vocation activity, the conversation that their used in the tourism spot was mostly use casual style. There are some reason why casual style become alternative way in their conversation. Firstly, casual style is a style that ignore the grammatical rules in the conversation, casual style only focus to the meaning of the sentence. So that, the people who came from a country that did not use English native was easily in convey their meaning sense.

Secondly, the author found a new fact that the tour guide and tourists were friendly if used casual style in their conversation than used the other styles. It was influenced by situation and condition of tourism spot. In this case the research subject is monkey forest, which was in this spot the monkeys were often annoyed, so that sometimes the participant produced impolite words and curse. Yet, it consider as expression of close friend between them. It was showed in the data 11:

Jane : Let's me start for the smallest.

Jane : Bullshit.

Tour guide : Ok no problem, two monkey on the head.

The data above was showed that Jane raised her hand while holding a banana, suddenly many monkeys that jumped to her hand to take the banana. Moreover the monkey also pulled Jane's clothes that made Jane swearing to express her annoyance. This incident made Jane produced impolite words but the tour guide was regard as jokes.

The last reason why the findings above mostly use casual style than other because it influenced by the difference of culture between the tour guide and tourist. The tourist on the findings above come from England which was between Indonesia and England had difference culture in the daily life. Politeness in the perspective Indonesian was marked by polite language. In our culture the young man use polite word if they talked with old man. If we was correlate with language style theory, Indonesian would be used formal style wherever you are, including in the non-formal situation.

It was difference with British culture, which was the limit of politeness in conversation between young and old man were same. There is no specific limit in conversation for them. The difference both of them are the situation where the

communication conducted, whether in a formal, informal, or casual style. Therefore, because of cultural differences between tour guides and tourists, where it could be obstacle in communication of them, language style especially casual style was present as a bridge between tour guide and tourist, in order to the communication purpose could be realized.

Moreover the author found formal style on that findings. According to Martin Joss (1976), Formal style usually used in formal situation and perfect form, it means that special conditions that call for dignity and seriousness. Based on the findings above, the author have difference opinion with Martin Joss. Martin Joss emphasized formal style only used in the formal situation and this style was lower than frozen style and commonly used in a formal situation. However, the author found the new argument that formal style not only used in the formal situation such us classroom, office, or formal events, but this style could be used in the non-formal situation by a formal conversation. The author found that formal style not only characterized by formal situation, but also this style could be identified by formal language or formal conversation.

It was marked in the data 1:

- | | |
|-----------|--|
| Guide | : Hello good morning, this is Jun, I'm tour guide. Today we will going to go trip to Ubud to see monkey forest, and I tour today with: |
| Tourist 1 | : Hi I'm Jane, I'm England. I with my mom, dad and my friend |
| Tourist 2 | : Hi, I'm Jave |

Tourist 3 : My name is Ruben and my partner

Tourist 4 : I'm Mery, I from England, I'm with my partner, and I'm tourist adventure to see forest the monkeys.

The data above indicated that the tour guide was on the way with tourists. They were in the car, they will go to monkey forest Ubud Bali. According to Martin Joss formal style used in the formal situation, but the author found casual style in the non-formal and relax situation like indicated by the conversation between the tour guide and tourist in the car. Therefore the use of formal style not only depend on formal situation, but also this style influenced by choice of word from participant.

The last, the author also found consultative style on that findings. This style was style that often use by the tour guide and tourist in this research. According to Martin joss (1976), consultative style is a style that shows our norm for coming to terms with strangers who speak our language but whose personal stock of information might be different. Here means that when using this style the speaker supplies their background information and also it means that consultative style is though formal enough but lower than formal style.

On the findings above, the author found a fact that the tourist in their vocation incline used short sentence and simple word. They was prefer talked about something that less serious, such us talked about food, tourism spot, vehicle tourism spot, car driving and others. Sometimes they made a jokes with a funny topic, so that the tourist often produced a spontaneous word. The tourist

sometimes made a negotiating about something and then the tour guide give a feedback for their question. All of them is a characteristics of consultative style.



BAB IV

CONCLUSION AND SUGGESTION

Based on the result of the research, this chapter present about the conclusion and suggestion. The conclusion was consist of the result chapter three that are finding and discussion. The suggestion was consist of recommendation to next researcher in the same topic.

4.1 Conclusion

Based on the statement of the problems and findings above, in this sections author conveyed the conclusion for answering statement of the problem what types of language style are used by tour guide and tourist and how do the tour guide and tourist used Language Style.

In this research, the author conclude that author found three types of five types language style based on Martin Joss theory, that are formal style, consultative style, and casual style. On the formal style the author found two data. On the consultative style, the author found five data. The last is casual style. In this style the author found six data. Moreover, tourist and tour guide mostly used casual style on their conversation, because this style ignored grammatical rules so that this style was compatible use in non-formal situation and relax condition.

Moreover, Martin Joss emphasized Formal Style only used in the formal situation and this style was lower than frozen style and commonly used in a

formal situation. However, the author found the new argument that formal style not only used in the formal situation such as classroom, office, or formal events, but this style could be used in the non-formal situation by a formal conversation. The author found that formal style not only characterized by formal situation, but also this style could be identified by formal language or formal conversation.

4.2 Suggestion

There are many weakness in this research. Firstly, the theory that used by author only focused to Martin Joss theory, whereas many theoreticians who have different opinion about Language Style. Secondly, data source in this research was too short, so that in analysing the data, the author did not find all types of Language Style in the data source. Last, the author weak in grammar, many sentences that do not appropriate with grammatical rules, it could make the readers difficult in understanding this research.

The author suggested to the next writer with the same topic to find out much data in order to the next writer could identify the data with all types of language style. Moreover, it could enrich readers knowledge and get better understanding in language style. Then, the author suggested to the next writer in the same topic to use many theories about Language Style, therefore not only focused on one theoretician, but also mix it with some theoreticians to get better research.

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CURICULUM VITAE



Ahsanul Khaliq was born in Sumenep on March 14, 1994. He graduated from Vocational High School Nurul jadid Paiton Probolinggo in 2013. During his study at Vocational High School, he actively participated in OSIS as chief development of talent student. He started his higher education in 2013 at the English Letters Department of UIN Maulana Malik Ibrahim Malang and finished in 2018. During his study at the University, he joined English Letter Student Association, Martial Art Pagar Nusa, Indonesian Islamic Student Movement, and Student Executive Council Faculty of Humanities.

ATTACHMENT

Casual Style : (CS)

Consultative Style : (CNS)

Formal Style : (FS)

No	Data	Types of Language Style		
		CS	CNS	FS
1.	Tourist 1 : Hi I'm Jane, I'm England. I with my mom, dad and my friend Tourist 2 : Hi, I'm Jave Tourist 3 : My name is Ruben and my partner Tourist 4 : I'm Mery, I from England, I'm with my partner, and I'm tourist adventure to see forest the monkeys.			√
2	Tour guide : The lady will help you			√
3	Guide : Hey, I'm going take ticket for you, ok. Jane : Ok		√	
4	Guide : Your hand has to be like this, open your hand, open your hand. Where is your phone, give it to me. You just stand in street, no		√	

	problem.			
5	Tourist : Take photo? Lady : Yes take photo		√	
6	Tour guide : Release it. Tour guide : Higher higher higher. Jane : Oh mam Tour guide : Let it go, let it go, let the monkey, let the monkey. She is afraid of this monkey		√	
7	Jane: aw small monkey of my head around.		√	
8	Guide : Oh ya you wanna voice first? Jane : Oh well	√		
9	Tour guide : So you love photo short take? Jane : Yes, I'm so glad, so I can't stop	√		
10	Lady : Hey, sit down, this small monkeys.	√		
11	Jane : Let's me start for the smallest. Jane : Bullshit. Tour guide : Ok no problem, two monkey on the head.	√		

12	Jave : My cell phone I save first. Tour guide : Oh ok.	√		
13	Jane: I'm not wanna big want. Tour guide: what about this little monkey? Tour guide: ok you want that one	√		

