

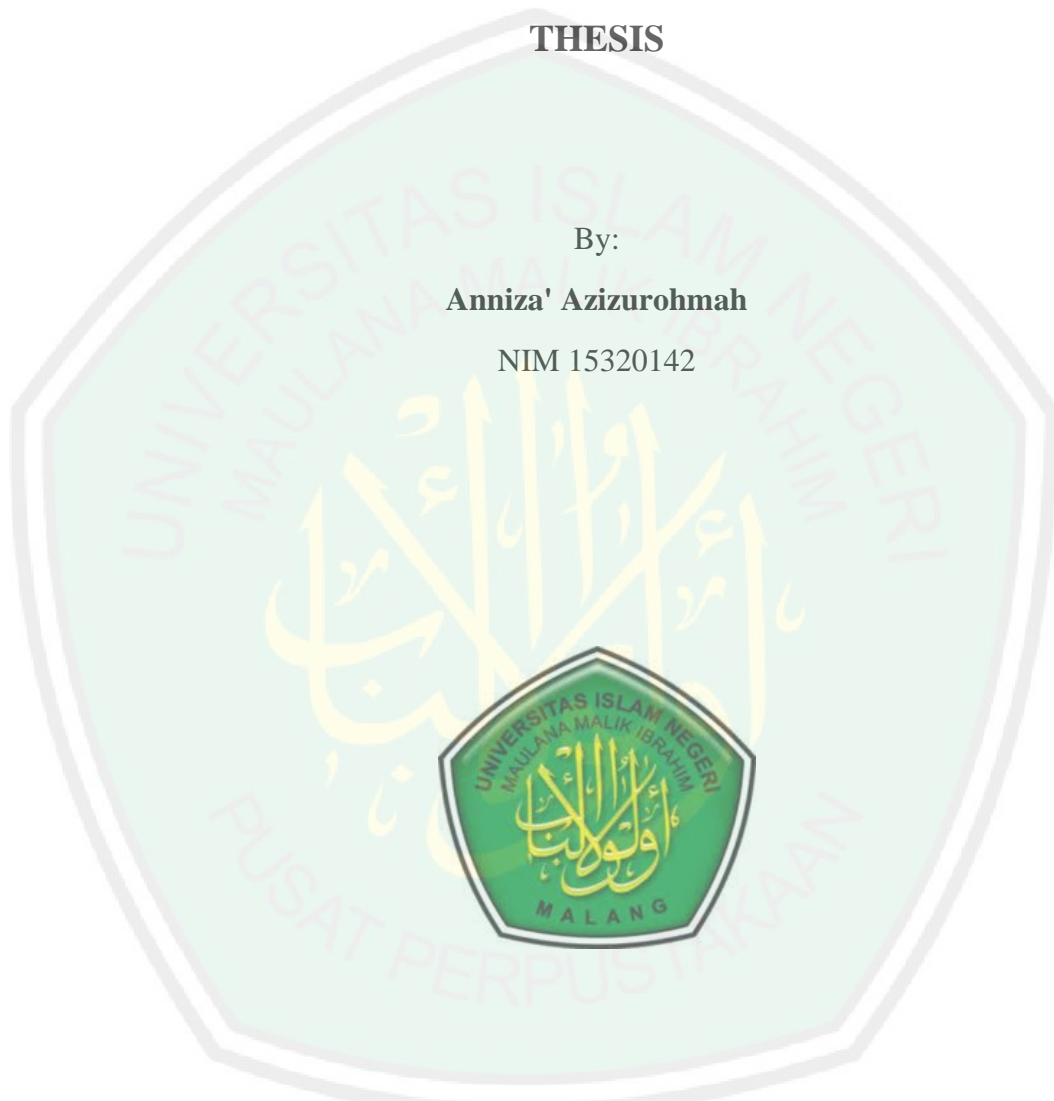
**JACKMA'S LANGUAGE STYLE IN POSITING HIS
AUDIENCES**

THESIS

By:

Anniza' Azizurohmah

NIM 15320142



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2019

**JACKMA'S LANGUAGE STYLE IN POSITING HIS
AUDIENCES**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

By:

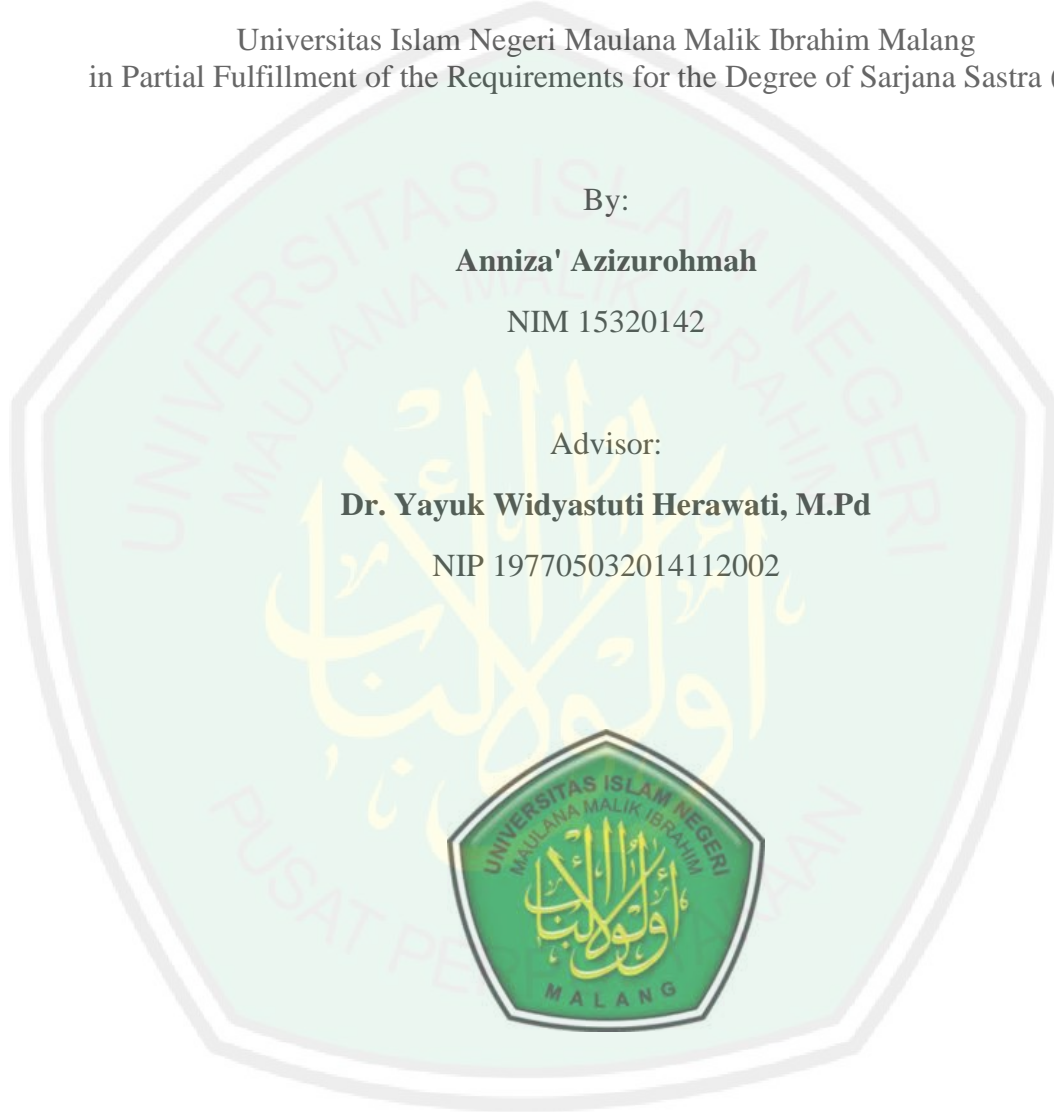
Anniza' Azizurohmah

NIM 15320142

Advisor:

Dr. Yayuk Widyastuti Herawati, M.Pd

NIP 197705032014112002



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2019

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Jack Ma’s Language Style in Positing his Audiences**” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, 22 May 2019

The researcher,



Anniza' Azizurohmah

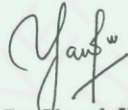
NIM. 15320142

APPROVAL SHEET

This to certify that Anniza' Azizurohmah's thesis entitled Jack Ma's Language Style in Positing his Audiences has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

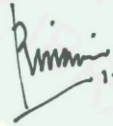
Malang, 22 May 2019

Approved by
Advisor



Dr. Yayuk Widyastuti Herawati, M.Pd
NIP. 197705032014112002

Head of Department of English
Literature



Rina Sari, M.Pd.
NIP. 197506102006042002

Acknowledged by

Dean,



Dr. Hj. Syafiyah, M.A.
NIP 196609101991032002

LEGITIMATION SHEET

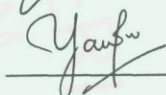
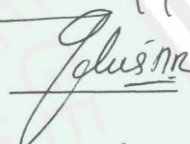
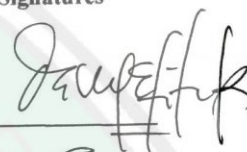
This is to certify that Anniza' Azizurohmah's thesis entitled **Jack Ma's Language Style in Positing his Audiences** has been approved by the Board of Examiners as the requirement for the degree of Sarjana Sastra (S.S.) in English Literature Department.

Malang, May 29 2019

The Board of Examiners

1. **Deny Efita Nur Rakhmawati M.Pd** (Main Examiner)
NIP 198505302009122006
2. **Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed** (Chairwoman)
NIP 197402111998032002
3. **Dr. Yayuk Widyastuti Herawati, M.Pd** (Advisor)
NIP 197705032014112002

Signatures



Approved by

The Dean of Humanities Faculty

Universitas Islam Negeri Maulana Malik Ibrahim Malang



Dr. Hj. Syafiyah, M.A.

NIP 196609101991032002

MOTTO

“It is hard to fail, but it is worse never to have tried to succeed”

“Success needs a process”



DEDICATION

This thesis especially dedicate to:

My beloved mother and father, Aminarti Rohmah and Mujiono Muslim
who always give me their endless love and pray.



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All praise and thanks to Allah the only God who always give me guidance, blessing and mercy so that the researcher is completely able to finish this thesis.

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criticism and suggestions from the readers in order to make it perfect and hopefully it can be more useful to the readers, especially for the English Literature Department students.

Malang, 22 May 2019

Anniza' Azizurohmah



ABSTRACT

Azizurohmah, Anniza’. 2019. *Jack Ma’s Language Style in Positing his Audiences*. Thesis. Malang: English Literature Department, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.

Advisor : Dr. Yayuk Widyastuti Herawati, M.Pd

Keywords : Language Style, Positing Audience, Jack Ma

Language becomes a major fundamental aspect of human life. It is used to express wishes and commands, to influence the hearer, and to formulate ideas which could probably never arise if we have no language. The most significant aspect in using language is convey the message clearly and can be understood between speakers and listeners. In order to deliver the message, every people has his/her own style when his/her making utterance.

In accordance to those reasons, this research is aimed to find what types of language style that used Jack Ma and also to interpret how the language style used in order to posit his audiences. The researcher uses Joos (1967) and Keraf (2002) to identify and investigate about the types of language style in that utterances. In addition the researcher also use the theory from Bell (1984) to know how to posit the audiences.

The researcher uses a descriptive qualitative research because the researcher wants to analyze and discuss the sentence or dialogue which perform the language style in order to posit the audience based on those videos. The researcher uses her as to key instrument to collect and to analyze the data that taken in Youtube.

The findings reveal that there are five types of language style; formal style informal style, casual style, consultative style, colloquial style. The types of language style that mostly appear in his speaking is informal and formal syles.

From the previous study only focused on the language style, meanwhile this present study more focused on how speaker posit the audience based on the language style that the speaker used. Hopefully the study will help the student understand about language style to identify the use of language style. For the further research are suggested to use different data source and the other theory of language style.

ABSTRAK

Azizurohmah, Anniza’. 2019. *Jack Ma’s Language Style in Positing his Audiences*. Thesis. Malang: Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Yayuk Widyastuti Herawati, M.Pd

Keywords : Language Style, Positing Audience, Jack Ma

Bahasa menjadi aspek fundamental utama kehidupan manusia. Hal ini digunakan untuk mengekspresikan keinginan dan perintah, untuk mempengaruhi pendengar, dan untuk merumuskan ide-ide yang mungkin tidak akan pernah muncul jika kita tidak memiliki bahasa. Aspek yang paling signifikan dalam menggunakan bahasa adalah menyampaikan pesan dengan jelas dan dapat dipahami antara pembicara dan pendengar. Untuk menyampaikan pesan, setiap orang memiliki gayanya sendiri saat mengucapkannya.

Karena alasan-alasan tersebut, penelitian ini bertujuan untuk menemukan jenis gaya bahasa apa yang digunakan Jack Ma dan juga untuk menafsirkan bagaimana gaya bahasa digunakan untuk menempatkan audiensnya. Peneliti menggunakan Joos (1967) dan Keraf (2002) untuk mengidentifikasi dan menyelidiki tentang jenis gaya bahasa dalam ucapan itu. Selain itu peneliti juga menggunakan teori dari Bell (1984) untuk mengetahui bagaimana menempatkan lawan bicaranya.

Peneliti menggunakan penelitian deskriptif kualitatif karena peneliti ingin menganalisis dan mendiskusikan kalimat atau dialog yang menampilkan gaya bahasa untuk menempatkan penonton berdasarkan video-video tersebut. Peneliti menggunakannya sebagai instrumen utama untuk mengumpulkan dan menganalisis data yang diambil di Youtube.

Dari analisa yang telah dilakukan ditemukan bahwa ada lima jenis gaya bahasa; gaya formal gaya informal, gaya kasual, gaya konsultatif, gaya bahasa sehari-hari. Jenis-jenis gaya bahasa yang paling banyak muncul dalam bicaranya adalah gaya informal dan formal.

Dari penelitian sebelumnya hanya berfokus pada gaya bahasa, sementara penelitian ini lebih fokus pada bagaimana pembicara menempatkan audiens berdasarkan gaya bahasa yang digunakan pembicara. Diharapkan studi ini akan membantu siswa memahami tentang gaya bahasa untuk mengidentifikasi penggunaan gaya bahasa. Untuk penelitian lebih lanjut disarankan untuk menggunakan sumber data yang berbeda dan teori gaya bahasa lainnya.

مستخلص البحث

عزيز الرحمة، عنيزة. 2019. أسلوب اللغة لجاك ما في تحديد المستمعين. البحث الجامعي. قسم اللغة الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج.

المشرفة: الدكتورة يايوك ويدياستوتي هراوتي الماجستير

الكلمات الأساسية: أسلوب اللغة، تحديد موقع الجمهور، جاك ما

تصبح اللغة جانباً أساسياً في الحياة. استخدامها لتعبير الرغبات والأوامر ولتأثير المستمعين وصياغة الأفكار قد لا تنشأ أبداً إذا لم تكن لدينا لغة. الجانب الأكثر أهمية في استخدام اللغة هو إيصال الرسالة بوضوح واستطاع فهمها بين المتحدثين والمستمعين. لكل شخص أسلوبه الخاص عند نطق لإيصال الرسالة.

وفقاً لتلك الأسباب، يهدف هذا البحث لمعرفة أنواع أسلوب اللغة التي استخدمها جاك ما ولتفسير كيفية استخدام أسلوب اللغة من أجل موقع المستمعين. تستخدم الباحثة جوس (1967) وكيراف (2002) لتحديد أنواع أسلوب اللغة في الكلمات والتحري عنها. بالإضافة إلى ذلك، استخدمت الباحثة أيضاً نظرية بيل (1984) لمعرفة كيفية موقع المستمعين.

تستخدم الباحثة منهج البحث الكيفي الوصفي لأن الباحثة ترغب في تحليل ومناقشة الجملة أو الحوار الذي يؤدي أسلوب اللغة من أجل موقع المستمعين على أساس مقاطع الفيديو. تستخدمها الباحثة كأداة رئيسية لجمع وتحليل البيانات التي التقطت في يوتيوب.

نتائج هذا البحث هي أن هناك خمسة أنواع من أسلوب اللغة، منهم الأسلوب الرسمي والأسلوب غير الرسمي ونمط عارضة والأسلوب الاستشاري ونمط العامية. أنواع أسلوب اللغة التي تظهر غالباً في حديثه هي اللغة الرسمية وغير الرسمية.

الدراسة السابقة ركزت على أسلوب اللغة فقط، وفي الوقت نفسه، ركزت هذه الدراسة الحالية بشكل أكبر على كيفية قيام المتحدث بموقع المستمعين على أساس أسلوب اللغة الذي استخدمه المتحدث. نأمل أن تساعد الدراسة الطالب على فهم أسلوب اللغة لتحديد استخدام أسلوب اللغة. لمزيد من البحث، يُقترح استخدام مصدر بيانات مختلف ونظرية أخرى في أسلوب اللغة.

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CHAPTER I

INTRODUCTION

This chapter explains the background of the study, the problem of the study, objectives of the study, significances of the study, scope and limitations, the definition of the key terms and previous study.

1.1 Background of the Study

Language becomes a major fundamental aspect of human life. As humans, language is needed to express feelings, and thoughts through sound and even signals that have patterns. There are two kinds of language, namely: spoken language and written language. Spoken language is an utterance which is formed from sound, such as conversation, speech, discussion, and et cetera. Meanwhile written language is ideas expressed in written form such as books, journals, newspapers, novels et cetera.

Human being needs to be able to use language in order to fulfill their need. This study, the researcher is interested to study the spoken language especially speech. Speech is a spoken activity to express the idea that is made by people while they are speaking in front of a group of people. From the speech, people can be exchanging the spoken words to express their thought and their needs. The most significant aspect in speech is conveying the message clearly and can be understood between speakers and listeners. In order to deliver the message, every people has his/her own style when his/her making utterance

(Eckert, 2001). It means that styles in speaking, act a substantial component of how people can interact with others.

According to Giles and Hewstone (1982), styles is the representation characteristics of individual that shows systematic differences from another personality. Hymes (1961) also states that language style usually varies from different situation, the person addressee, the topic that is discussed, and the contextual definitions. In other words, the dimensions in which language styles vary and depend on personal characteristics of the interlocutors (for example; age, appearance, ethnic identity, familiarity, gender, social status) and contextual variables (for example: topic, purpose of the interaction, formal vs. informal setting).

As Joos (1967 cited in Chaer p,70) said, style means the form of language used by speakers with different levels of formality. The formal context in speaking is used to refer to varieties such as in business meetings, research reports, lectures and seminars. When people attend office meetings, ritual ceremonies, or weddings, where people often show more closed behavior, more diverse formal languages are usually used (Jendra, 2010). This means that the language used depends on the situation and context of the user. People will change their language constantly when they move from one situation to another because they don't always use language in the same style.

The use of the word in English forms can show the difference between formal and informal variations of language styles. According to Joos (1967), there are five types of language styles at the scale of formality; namely formal

style, frozen style, consultative style, casual style, and intimate style. Furthermore, based on the choice of words, Keraf (2002: 117) categorizes style into three types namely; formal style, informal style and colloquial style. It means that the people have those options to choose the style of formality to communicate with other people. In this example, the styles are the selection on linguistics forms of the individual characters. However, Bell (1984) brought the theory about the language style as audience design caused by the situational changed. In this case he comes up with the ways of positing audiences by according the role design. When people communicate with others by using such as variation on the speech in order to prevent misunderstanding, they really have their own choice of language and they must be unique from other. This uniqueness influences the success of a communication.

In oral and written communication is always addressed to the audience so that listeners and readers who have information can convey messages and responses. This is also the same as the opinion of Giles and Poland (1975), regarding the theory of style variations that use style for the audience to get the effects of conversation. In addition, Bell (1984) also places the audience as a major factor in variations in style. For example, if the speaker is one speaker like a speech, the speaker is responsible as the second person and a third person, who together composes the audience with the speakers' sayings.

In accordance with Bell (1987) perspectives about the audience design. It is the framework that distinguishes between several kinds of audience types based on three criteria from the perspective of the speaker: known (whether an

addressee is known to be part of a speech context), ratified (the speaker acknowledges the listener's presence in the speech context), or addressed (the listener is directly spoken to). The changes in the language style of the speaker can influence the audience to understand and recognize them.

In addition, Bell (1984) also argues beside audience can affect the language style of the speakers to talk differently, there are some factor called by non-personal factors that can affect the speaker's language style. Those are the topics and settings that involved in the conversation. In this case topic and setting can shift the style of the speakers according to the interlocutors. The people can change the style while talking the different topic. The changed in topic produced style shifts in language that person talking to determine the degree of formality of language. Similary the effect of setting systematically changes according to the formal-informal hierarchy.

In sociolinguistics the term style is still the interesting topic to discuss because describe why people speak differently to convey the messages. In this study the author focuses on the language style in order know the variations of human language in the oral communication. Holmes (1992) argues that in the variation of human language the people has its own characteristics which contrast each other for social reasons. Therefore, the language is interested to be select as the research because when the people do conversation with others they might change the style and adapt appropriate style with interlocutors or the situation.

Considering the problem above, the researcher entuses focusing the study on the language style in the form of utterance to know how the language used to face the people in order to communicate in successfull way. In addiition, it is common in nowadays for the succesfull bussinesman become a speaker in the several ocaasion. Malyuga (2012) argues that the style of language in the bussinesman context characterize as the stereotype of the communicative situation. It proof that the bussinesman has their own characteristics to maintain their speaking to make the communication more effective and present the language style as the study.

Thus the researcher choosing Jack Ma as the subject of the research because he is one of successful businessman who has a big company namely Alibaba e-commerce. As a result, he has been a famous speaker in nowadays because his achievement in business. In delivering speech and speak he uses his own style to convey the message through his audiences. In addition, he has characteristics to maintain the audience's intention to show the message of his speaking. Therefore, it triggers of question on how his language evolved in his style of speaking, as he becomes successful in communicating his thought.

There is also some reason why Jack Ma is chosen to be analyzed as the subject of the research. Firstly, according to Forbes (2018), Jack Ma is a well-known influencer who had a very successful business and the richest business man in the world. Besides he is a successful businessman, he has higher educational background and was graduated from the one of well-known university in Hongkong. In addition, he also often shares his activity through

his social media, and therefore there are a lot of people following in his social media account. The second reason is the language used by Jack Ma provides a rich and appropriate analysis of the style of language phenomena.

Furthermore, the study about language style has been done from several researchers. Firstly, Wani (2013) investigated style of speech in the written text. She used Chaika's perspective in order to know the linguistic features such as words and syntax as performed by young adult's girl characters in *Judy Blum's are you their God? It's me, Margaret* novel. In addition, she also used the theory from Halliday to know the speech function (sounds, words and syntax expressive, directive, referential, metalinguistic, poetic, and phatic) of the young characters in the novel. This study reveals the style of speech that has aspect which can influences the use of language and the way people may use and interpret it. Secondly Faza (2017) investigated the language styles used by moderator and the speakers of politician. In this case, she used Joos theory to know the types that used from the speakers. The result shown that the common style found in both speakers are consultative style and informal style since the topic are discussed is about the issues of politic. Thirdly, Kori'ah (2017) examine language styles used by main characters in *La La Land* movie. The researcher also used Martin Joos (1976) theory of language style and add Holmes (1992) theory to find out the social factors. The result shown that language style commonly appeared is formal style, consultative style, casual style, and intimate style. Following with the social factors influencing such as topic, setting, function, and participant.

Different from the previous study, the present study is important to investigate the language styles used in Jack Ma's speaking from different occasion. Since the previous studies has been examine the movie, politician, and novel as the subject of the study, present study more focuses on the language styles that use from Jack Ma and how his language that he used posit the audiences through his spoken communication directly. The researcher is interested in analyzing language styles because it is necessary to succeed to communicate with other people.

1.2 Research Question

1. What types of language styles are used by Jack Ma in his speaking?
2. How does Jack Ma posit the audiences through his language styles chosen in his speaking?

1.3 Objective of the Study

1. To find out the types of language styles used by Jack Ma in his speaking.
2. To identify the ways Jack Ma, posit the audiences through his language styles in his speaking.

1.4 Significances of the Study

Based on the topic, this research will give the contribution on both theoretically and practically particularly to the interdisciplinary area of language style to understand the styles of language by Joos Martin (1967). Theoretically, this research is expected to give academic contribution particularly in developing a theoretical framework of Joos's speech styles performed by Jack ma in his speaking. Practically, this research might helpful to give more knowledge and contribution to choose style of speech before speaking in front of a lot of people. This study might give benefit to the student of English Letters Department, especially for the linguistics' students who have interest in doing similar study.

1.5 Scope and Limitations

This study focuses on the types of language style uses by Jack Ma his speaking with audiences in a different event such as conversation, speech, and conference in order to posit the audiences. Based on the place, the style will differ to face the audiences. This research is restricted to what style of language used and how the style of language posits the audiences while speaking. In addition, as a limitation, the researcher cannot see the conversation directly. Last, this research only focuses on language styles by using the Joos 1967 theory.

1.6 Definitions of the Key terms

To avoid misunderstanding, it is necessary to define and give some explanation for helping the readers about the term used in this thesis. The definition of key terms is stated below:

1. Language style : The way expressing feeling or delivering the message in certain situations, with manner of variation in language use, either verbally or written form.
2. Speech : Speech is a spoken activity to express the idea that is made by people while they are speaking in front of a group of people.
3. Jack Ma : is one of Chinese successful business man and richest man who has electronic commerce company named Alibaba Group.
4. CNBC TV : derived from Consumer News and Business Channel is one of American pay television news that coverage of U.S and international financial markets.
5. Alibaba Group : electronic commerce company from China.

1.7 Research Method

This sections discusses about the methods and the steps that researcher used in current research method which consists of research design , data source, data collection, and data analysis.

1.7.1 Research Design

The method of this study is to explore the language used because the researcher wanted to know the deep understanding of types and occurrences of language styles. This research employs descriptive qualitative design. Descriptive qualitative deals with the data in the form of words to find out the social or human problem from their experiences and perspectives. The qualitative research tries to reach the description of people, objects events conversations, places et cetera. In this study, the researcher uses qualitative method to know the language style that use by Jack Ma to posit the audience while he speaking in with his interlocutors.

1.7.2 Data and Data Source

Regarding with the topic of analysis, the data used to take from speaking implying styles of language trough words, phrases, clauses, sentences and utterance that are produced by Jack Ma as the speaker in different occasion related to the theory of language style. The researcher chooses the videos based on the different kind situation and intentionally selection of the data which has the rich of language style phenomena. The

data were selected from three videos which have different events to know the way how Jack Ma posit his audiences. First video was taken from Jack Ma's speech while attending graduation at Hongkong University on October 8, 2018. Here, he was faced with several people, such as Chancellor, Members and Chairman the council, Acting President, Vice-Chancellor, Professor, students, and alumni. The second video was taken from the CNCB talk show on December 6, 2017. On this occasion Jack Ma expressed his concern with the host and business partners from America. In addition, the third video was taken from a conference held by APEC on November 18 2015, here Jack Ma was confronted with politicians namely Obama who was still president at that time. Meanwhile, the source of data taken in the form of the video that are downloaded from Alibaba Group YouTube channel in order to provide the researcher the valid data.

1.7.3 Research Instrument

In this research uses human as-instrument and the researcher become the main instrument since she has to explore the research to find deep understanding of the language styles. The main data in this study is the video taken from the one of well-known internet platform in the Alibaba Youtube channel. In addition, the the researcher also uses the secondary data in the form of data sheet which uses to make easier to classifies types of language styles in order analyze the data from the utterances of Jack Ma.

Below are the table sheet of classification of language styles:

NO	Data	Types of Language Styles						
		FS	FRS	IFS	CNS	CLS	CSS	IS

Note:

Frozen Style : FS

Formal Style : FRS

Informal Style : IFS

Consultative Style : CNS

Colloquial Style : CLS

Casual Style : CSS

Intimate Style : IS

1.7.4 Data Collection

The data are collected by doing some steps. Firstly, the researcher browses the video from YouTube, after that the researcher downloaded the video involving Jack Ma facing several people in three different occasion from his official YouTube channel. Secondly the researcher continues next process by transcription from the video. Thirdly, the researcher classifies

the data which contain the of language styles in Jack Ma's utterance. The last the researcher analyze the data in the part which contain of language styles in Jack Ma's utterance.

1.7.5 Data Analysis

To answer the research problem, the data were analyzed through the following steps. According to Miles and Hubberman (1984:21) the analysis data is done by three activities-transcript the data, classifying, and triangulation. First, the researcher present the data which show language styles occurs in the utterance of Jack Ma by transcribing the utterances from the video that choosen. Second the researcher classifying the data which refers on the Joss (1967) and Keraaf (2002) theory about language style. Third, the researcher describes the language style based on types of language styles namely; formal, informal, colloquial, casual and consultative style. Besides, the researcher explaining how language style used by Jack Ma in positing his audiences through his speaking. Finally, the researcher makes general conclusion by relating to the theory and research finding about language styles used by Jack Ma utterance. In addition, to check the credibility of the research, this study also conducts a triangulation process from experts. In this case, triangulation uses to analyze the data in order to gain the valid data.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, there are literatures that are used in this study to help analyze the data about the language styles, positing audiences, and audience interpretation.

2.1 Sociolinguistics

Sociolinguistics is the study concern the relationship between language and society in order to know the patterns and behaviors of human as society creatures (Spolsky, 1998: 3). Holmes (2013) also stated that sociolinguistics is the study focusing on the connection of language and society to identify the social function of language. In order to describe why the people speak differently in different social contexts to convey the meaning, sociolinguistics examine the means people use language in different social contexts to deliver about the way of people use language works, as well as about the social relationships in a community, and the way people convey and construct aspects of their characteristics through their language used. In line with Holmes, Wardaugh (2006:1) explain that sociolinguistics relationship between language and society to gain the goal being better understanding of the structure of language and how language function in communication. Based on the definition above, sociolinguistics assumes that every language has its own variations and human speech is also varied depending on whom he speaks to. In addition, language is a system which is not separated from

the characteristics of its speakers, and the sociocultural values applied by its speakers. It can be concluded that sociolinguistic is study of language which related to society and relationship of language use in the society based on the contexts of social function of it. It analyzes the variant of language use and variant in many societies in order to perceive the communication based on contexts of social and situation.

2.2 Language Style

In communicating with the others, people have their own characteristic. It is called as style. According to Bell (2001) style is what an individual speaker does with language in relation to other people. The use of style in communicating with the others can be influence by the addressees and the context Holmes (2001, p.223), style is a choice of code or variety that is influenced by the addresses and the context. For example, the style of language that use when talk to a teacher in school and to un office boy is different as stated by Joos (1962, cited in Wardhaugh 2006, p.51) "*we may try to relate the level of formality chosen to a variety factors: the kind of occasion; the various social, age, and other differences that exist between the participants*". It means that people's style in speaking can be changed because it depends on some factors such as, the addressee, age, context, et cetera. From above, it can be concluded that language style can be defined as the way expressing feeling or delivering the message in certain situation, with manner of variation in language use. It is the variety of language that occurs in spoken such as in speech,

talk show etcetera and also in written forms such as journal, book, newspaper etcetera. The use of language style can be influenced by some factors such as the situation and participants. According to Holmes (2001) states sometimes language styles are more related to the situation than the speaker themselves. When someone talks to the same person, it is possible to have different styles based on the communication setting. In short, people can change their style based on the situation around them such as, participants and the context. For tend to use formal class at school. As stated by Yule (2008) there is gradation speech, from the very formal to the very informal language than informal when talk in front of their teacher. According to Mayerhoff (2000:28), "*style shifting means the variation in speech produced by the speakers correlating with the differences in addressee, social context, personal aim, and so on*". Meanwhile, Coupland (2007:60) states style shifts primarily in response to change in the speaker's audience. In addition, Wardaugh (2006:5) says "*you can speak very formally or very informally, your choice being governed by circumstances*". Ceremonial occasions almost invariably in the context of very formal speech, public lectures somewhat less formal, casual conversation quite informal, and conversations between intimates on matters of little importance may be extremely informal and casual. It can be known that every people do not always speak in same style even they speak the same language because style it refers to the characteristics of the people speak and the difference of using language.

According to Martin Joos (1967, cited in Chaer p70) divided the language style into five styles, there are frozen style, formal style, consultative style, casual

style, and intimate style. Thus, this study related to the language that used in different situation will affect the style of speaking the person in order to make utterance can clearly understand. Then, each of the types of language style proposed by Martin Joos is presented in more detailed below:

2.2.1 Frozen Styles

According to Joos (1967, cited in Chaer 2004, p70) frozen styles is showed as the most formal style and used in the certain occasion. This style is also well known as oratorical style. It is usually involving in the formal situation established the rule such as in formal ceremonies and court, constitutions, and state documents. This style is needing more detail by having many parts that are carefully planned than the other style. As Joss (1967) states that an oratorical style is used in such an occasion like public speaking before a large audience. In addition, the choice of words is carefully arranged in advance. This style has some certain expressions that have been fixed in linguistics units for instance: yes, your honor, yes, my lord, I object and so on. Here the sentences must be carefully constructed individually and also for the sequences of the sentences must be intricately related. The sentence here is usually long and complete and there are some certain expressions here, which can be involved in conversation if each member of the interaction has certain of fix verbal role to be played. For example: in court, there are judges, witness, juries, and so on. The part of sentence which are complicatedly related this style requires high skill and almost used exclusively by specialist, professional orators, lawyer and preachers.

2.2.2 Formal Style

Formal style is the one of style that requires the manners of speaker intention. This style typically used in the formal situation, such as in office, school, or when the people meet new people. In addition, Chaer (2004) also explain that this style usually used in the formal events, talks about the serious problem in the official meeting. This style is commonly used in the official meeting and formal situation such as interview, classroom, and business or official meeting and so on. Beside, the pattern and the form of the sentences in formal style is determines as a standard. It means that the speaker needs engage the in a long and carefully consideration the hearer. Simply, the speaker should have the preparation before they delivered their utterance. However, Joos (1967) add that formal style is used in the formal situation when someone has already met at the first time or someone who has higher position than the others. For instance, this style is used when the employee talks the boss, student to teacher and so on. Meanwhile, Keraf (2002) state that the characteristics of this style are complex and divergence grammatical structure, avoidance word of slurring and contraction such we 'll that is construction of we will, whereas the labeled of formal style is such as "May", "Might", or "Can" and the "Mr." or "Sir". Levelt (1989: 45) distinguishes to measure the degree of formality by four types of deixis: referring to person ("we", "him", "my",...), place ("here", "those", "upstairs",...), time ("now", "later", "yesterday", ...), and discourse ("therefore", "yes", "however", ...).

Based on the statement above it can be concluded that formal style is the style that concerned with the well form sentence and the hearer can straightforward to understand the meaning of the utterance.

2.2.3 Informal Style

Informal Style is the one of style that used based on the standard language. It usually used in the informal opportunity. Keraf (2002) explain that this style usually has the medium length words and the range of the tone usually addressed audience with “you” and low intonation. In addition, informal style is more flexible, direct, implicit, and less informative. it is more easily retrived since the context shared by sender and receiver will provide the additional information. Similary with Heylghen & Dewdele (1999) informal style is more flexible, direct, implicit, and less informative. it is more easily retrived since the context shared by sender and receiver will provide the additional information.

2.2.4 Consultative Style

Consultative style is the most positional among the other styles According to Joos (1976), consultative style in a style that shows our norm for coming to terms with strangers who speaks our language but brings the personal stock of information may be different. Here means that when using this style, the speaker supplies their background information und also it means

that consultative style is formal enough but lower than formal style, In the sentences here commonly shorter than formal style. Supported by Penalosa (1981) argues that consultative style is the most neutral or unmarked of the styles. It is commonly used by some group discussion, regular conversation usually happened between friends on cafeteria or classroom. Simply, this style is commonly used in everyday communication. As Joos, this style is marked say to say the sentence of all those markers which characterized by the other styles individually. A few positive markers of consultative are such as; yes, uhm, Mm, that's right, and I think so. In addition, Consultative style is typically spontaneous, here people tend to repeat some unnecessary words, choose the wrong word choice or use many slangs. Then sentence tends to be shorter and less well planned. And the tendency of average speed, which is higher than formal style. In conclusion, consultative is usually applied by small group of people with less serious discussion such as regular conversation at school, trade, companies and so on.

2.2.5 Colloquial Style

Colloquial style is defined as the language style by using the words that used by many people when they are speaking informal way. The sentences of this style is more less tense than formal style because use the sentence in familiar word. In addition this style is usually used in the common conversation to be sure of exchange the ideas each others.

2.2.6 Casual Style

Casual style is defined as the style that used for conversation in the normal situation. It used when the people have conversation with friends, family and people who have close relationship. In addition, casual style usually applied in the daily communication. One of the characteristics from casual style is the use of the first name or even nickname rather than a little name and first name in addressing one another. According to Joos (1967) there are two devices of casual style those are Ellipsis and Slang. Ellipsis or known as omissions usually shows the differences between casual grammar and consultative grammar which require a shorter form. This characterized by the the feature of unstressed words, particularly at the beginning of the sentences. Those most often involved are articles, pronouns, auxiliaries, and be. The second devices of casual style is slang. Slang occurred in someone speech and characterized as the language that used in everyday life and usually use non standard language and usually known by particular group. As stated by Fromkin, Hyams, and Rodman (2007), slang is something that nearly everyone uses and recognized, but nobody can define. For instance, want to become wanna, and going to become gonna and girl become chick.

2.2.7 Intimate Style

Intimate Style Intimate style is one characterized by complete absence of social inhibitions. According Joos (1976), this style is completely private languages developed within families, very close friends, lovers, and so on. Furthermore, this style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non- verbal communication, and private code characteristics. From the statement above it can be known that intimate style it is style that commonly used by the people who are really known and close each other such as a pair husband and wife, lovers, family member, close friends, and relatives. Even it may cannot be accepted to the smallest social unit outside. Typically, this style does not need clear articulation and complete sentence, otherwise it is typically very special meaning, it may be meant into the word expressions which generally signal this style. And those are like dear, darling, and honey. short. As mentioned above by Francis that the words in this style have there are two systematic features of intimate style. Those are extraction and jargon. In extraction, the utterance extracts a minimum pattern from some conceivable casual sentence Joos. For instance, the expression "emm" that represents an empty word and it has no meaning on dictionary but serves a code- label for intimate style. Then, the next is jargon, jargon is defined as technical vocabulary with a special activity or group may not be well understood outside the group involved.

2.3 Positing Audience

Positing audience is the way how the speakers place the audience in the particular position. It concern to the speakers intention with the responses the audience will have the understanding. McQuail (1997) in his study about audience analysis " the word audience is refers to the term "receivers" in the model of communication process. In this process there are the source, channel, message, receive and effect. He assumes that as the audience is the product of social context and can influence by an individual time use, availability, lifestyle and everyday routines. Here, he said that audience is the itersecting factors because of some factors. In determining and posit the audience, several aspects can influence as they should, ratified, or understood by the speaker. The style of language that use by people can be changed by several reasons such as:

1. participants (who is speaking and whom are they speaking to?),
2. setting (where are they speaking?),
3. topic (what is being talked about?),
4. function (what are they speaking?),
5. and degree of formality (what is the relationship between the participants?).

In accordance with Bell (1987) perspectives about the audience design. It is the framework that distinguishes between several kinds of audience types based on three criteria from the perspective of the speaker: known (whether an addressee is known to be part of a speech context), ratified (the speaker acknowledges the

listener's presence in the speech context), or addressed (the listener is directly spoken to). The changes in the language style of the speaker can influence the audience to understand and recognize them.

In addition, Bell (1984) also argues beside audience can affect the language style of the speakers, there are some factor called by non-personal factors that can affect the speaker's language style. Those are the *topics* and *settings* that involved in the conversation. In this case topic and setting can shift the style of the speakers according to the interlocutors. The people can change the style while talking the different topic. The changed in topic produced style shifts in language that person talking to determine the degree of formality of language. Similary the effect of setting systematically changes according to the formal-informl hierarchy. Therefore , those factors influence the speaker to posit the interlocutors to choose the degree of formality .

2.4 Previous Studies

Some researcher has investigated language styles. The study was done by Wani (2013) investigated style of speech in the written text. She used Chaika's perspective in order to know the linguistic features such as words and syntax as performed by young adult's girl characters in Judy Blum's *are you their God? It's me, Margaret* novel. In addition, she also used the theory from Halliday to know the speech function (expressive, directive, referential, metalinguistic, poetic, and phatic) of the young characters in the novel. She used the qualitative approach to conduct the data. This study reveals the style of speech that has aspect which can influences the use of language and the way people may use and interpret it.

Secondly Faza (2017) investigated the styles in the spoken area. She identified the utterance from discussion between moderator and the speakers of politician. In this case, she used one theory from Joos 1967 theory to know the types that used from the speakers. She use the qualitative approach to conduct the data. The result shown that the common style found in both speakers are consultative style and informal style since the topic are discussed is about the issues of politic. Whereas the formal style, casual style, and intimate style less used by both speakers because the topic that they discussed.

Thirdly, Kori'ah (2017) examine language styles used by main characters in *La La Land* movie. The researcher also used Martin Joos (1976) theory of language style and add Holmes (1992) theory to find out the social factors. She use the qualitative approach to conduct the data. The result shown that language style

commonly appeared is formal style, consultative style, casual style, and intimate style. In addition, use the Following with the social factors influencing such as topic, setting, function, and participant.

Based on the previous studies above the researcher will fill the gap in language style topic by conduct research from the Jack Ma utterances in speeches by used two theories to investigate the data to answer the research problem . First the researcher uses Martin Joss's theory (1967). This theory focused on analyzing the language styles from the sentences that uttered by Jack Ma. In this case there are seven styles of language namely; frozen style, formal style, casual style, colloquial style, and intimate style. Besides the researcher also add the theory from Gorys Keraf (2002) about language style which categorize style into three types namely; formal style, informal style, and colloquial style.

Different from the previous study, the present study is important to investigate the language styles used in Jack Ma's speaking from different situation. Since the previous studies has been examine the movie, politician, and novel as the subject of the study, present study more focuses on the language styles that use from the entrepreneur background and how his language that he used posit the audiences trough his language style that he used. The researcher is interested in analyzing language styles because it is necessary to succeed to communicate with other people.

CHAPTER III

FINDING AND DISCUSSION

In this chapter the researcher presents two sections, namely findings and discussion that can be obtained from the result of analysis. The findings are discussed to answer the two of research questions in the previous chapter. In addition, the finding is based on the analysis from this study that illustrates the language styles use by Jack Ma in posit his audience. Therefore, the discussion below explores the analysis of research findings.

3.1 Findings

In this section, there are two sets of the data presented. Those are types of language style used by Jack Ma and the way he posits his audiences. The data were chosen from the utterances used by Jack Ma in three different contexts, such as speech in the Hongkong University, conference in APEC, and talk show in the CNCB American Television. To analyze the data the researcher classified the types of language style in the form of table sheet to make an easier to identify. After that, the data have shown based on the types of language style by describing the data found. Also, these data are specified to find the way Jack Ma posits his audience in his speeches.

3.1.1 Types of Language Styles

This part is explained about the language style which are used by Jack Ma in order to know the way he posits his audiences as the interlocutors.

1.a) Formal Style used by Jack Ma to Posit his Audiences

Datum 1.1

Jack Ma : Distinguished and honourable Chancellor, distinguished Pro-Chancellor, Members and Chairman of the Council, Acting President and Vice-Chancellor, ladies and gentlemen, friends, students and alumni

(1.1)

Analysis

The utterance above setting is in the speech graduation, since the situation is formal setting, the datum (1.1) consist of the language style types formal style. It can be seen from the chooses of language, the setting held at that time and the interlocutors Jack Ma faced. The specific words in the beginning of his speech such as the word *distinguished* and *honorable* indicate his sincerity and respect to greet the audience since the setting of this speech was on the university graduation. The way he expressed his opening the speech in front of the audience identify as the low tone. It shows from the choice of word in the Jack Ma utterances is well prepared seen from the text that Jack Ma brought up while he is

speaking. Since the setting of Jack Ma speech was on the graduation of Hongkong university, he faced the professor and scholar who has higher educational background. In this sentence he gives his regard to the audience whose come at that time. Therefore he posit his audience as formal style since the interlocutors that he faced is the scholar who has the higher education.

Datum 1.2

Jack Ma : Good afternoon, I'm extremely honoured and moved and touched by this great marvelous traditional ceremony, and thank you very much, Hong Kong University, for giving me this great trust and honour.(1.2)

Analysis

In datum (1.2) above consist of the language style types formal style. The characteristics of formal style are the pronunciation is very obvious, no ellipsis is used, using technical vocabulary and explain all background information. It can be seen from the Jack Ma's purpose in this sentence to express his thankfulness. The specific words in the beginning of his speech such as the word "*good afternoon*", indicate he try to greet the audience with the clearly pronunciation. In addition the word *honored and thanking to the Hongkong university* selected in his respect since the setting of this speech was on the university graduation and provide the evisible

background information. Since this datum still the opening of the speech, the way he expressing his speaking in front of a large the audience identify as the low tone. It shows from the choice of word in the Jack Ma utterances the structure of the sentence. Since the setting of Jack Ma speech was on the graduation of Hongkong university, he faced the professor and scholar who has higher educational background. In this sentence he gives his gratitude for the invitation at university in the formal way.

Datum 1.5

Professor Tang and Dr David Mong, I'm very honoured to be with you, and thank you very much for this opportunity to speak on behalf of you.(1.5)

Analysis

The utterance above consist of the language style types formal style. It can be seen from the choose of language to point of professor in gratitude acknowledgment “*Professor Tang and Dr David Mong,*” since the interlocutors is his professor and scholar who has higher educational background, he used again the word honoured to respect them. It can be seen in the sentence : “*I'm very honoured to be with you, and thank you very much for this opportunity to speak on behalf of you.*”. The way he expressing his opening the speech in front of the audience identify as the low tone. It shows from the choice of word in the Jack Ma utterances is

well prepared. In this sentence he gives his regard to the audience whose come at that time.

Datum 1.6

And I would also love to thank Professor Chaws, for these great words for me and for our people.

Analysis

The utterance above consist of the language style types formal style. It can be seen from the choose of language to point of professor in gratitude acknowledgment “*I would also love to thank Professor Chaws, for these great words for me and for our people.* since the interlocutors is his professor and scholar who has higher educational background, he used again the word honoured to respect them. But in this utterance he tried to give his express by use the word *love to thank*. It shows from the choice of word in the Jack Ma utterances is well prepared. In this sentence he gives his regard to the audience whose come at that time.

Datum 2.1

Obama: Jack, I know you've been passionate about the need to fight climate change, I want to get a sense from you why you think it's so important?

Jack Ma: thank you president.... it's not the passion it's the concern of warrior I when I was 12 years old I went to swim in a lake and I was almost died in that lake because the water was too deep of much deeper than I thought but five years ago when that Lake again there was it's the total lake was tried a lot of people have a disease.... so if we've been working so hard if we work so hard and put all the money in the hospital buy medicine will be disaster why we should working so if the result a healthy environment of this earth no matter how much money you make no matter how I-over you are you have it bad disaster so it's the concern we have so we started six years ago put 0.3% of the money of the total Alibaba revenue on encourage and enable all the people to find a creative ways to solve the problem(2.1)

Analysis

The sentence above consist of the language style types formal style. It can be seen from the use of language, the setting held at that time and the interlocutors. The setting of the conversation was on the Asia-Pasific Economic Cooperation (APEC) which held in the Manila in last year. In this ocaasion Jack Ma face with 21 CEO of the Economic forum and was interviewed by Obama (president of United States of America) and faced with leaders from various parts of the country in Asia Pacific. Besides, the one who spoke with Jack Ma was Obama, who at the time served as president of the United States. In the first data, the language used is formal because of the characteristics of complex words and gramatical structures

such as the word “*thankyou president*” this indicates he give a respect to the interlocutors. In addition, the language that use is organized and also use the low tone. This make Jack Ma posit interlocutor by formal style because the context is the forum discussion in the presence of the leader of economy accros the world.

Datum 2.3

Obama: Jack you have the benefit of having been on both sides of the equation early entrepreneur scratching and clawing to get things done and then now obviously a very successful businessman, how can both government and larger companies be assisting in creating the kind of climate for innovation that encourages young entrepreneurs like I said

Jack Ma: yeah government is simple just to reduce the text or no text for these guys(2.3)

Analysis

The datum (2.3) above consist of language style in the formal form. The first style is known as formal style because the sentence is grammatical structure and long sentence. In this case, the sentence “*Jack you have the benefit of having been on both sides of the equation early entrepreneur scratching and clawing to get things done and then now obviously a very successful businessman, how can both government and larger companies be assisting in creating the kind of climate for innovation that encourages*

young entrepreneurs like I said” avoidance the word slurring. He addresses the interlocutor by called the name “*Jack*”. In addition since the topic that discussed is the government and companies, he choose the words in the form of formal style. Since the topic that he discussed is about the economic and government it makes Jack Ma choose the style in the form of formal style.

Datum 3.3

Host : how do you think about US and China relations these days and how it relates to you doing business here and you doing business in the u.s. we have two leaders but one of whom talks about America first and President Xi to some extent may be talking about China first though opening as well

Jack Ma :I did not see President Xi said China first presidency think thinks a lot about the one world in one belt and business should be grow together share profit together so(3.3)

Analysis

The sentence above consists formal style. The first style is known as formal style because the sentence is grammatical structure and long sentence. In this case, the sentence *how do you think about US and China relations these days and how it relates to you doing business here and you doing business in the U.S we have two leaders but one of whom talks about*

America first and President Xi to some extent may be talking about China first though opening as well, show the sentence with long sentence.

1.b) Informal Style used by Jackma to Posit his Audiences

Datum 1.3

You know I've been trying to enter university for many times and I failed three times until I went to university. I never thought in my dream to become a PhD and of honour.(1.3)

Analysis

The utterance above classified as the informal style based on the sentence structure. Informal style is the language that identify as standard language. Datum (1.3) known as informal style because has the medium length words and the range of the tone and indicate by the addressed audience with “you” and low intonation. *You know I've been trying to enter university for many times and I failed three times until I went to university.* In this case, Jack Ma use the language function as referential because he provides the information about his experience becoming a student in university and failed many times. Meanwhile in the sentence “*I never thought in my dream to become a PhD and of honour.*” shows the chiefly standard sentence and the speaker speak in correct sentence.

Datum 1.4

But I did work very hard, I just failed examinations again and again. And my story tells that those people that work very hard but failed again and again: don't give up. Someday, a great university like Hong Kong University is waiting for you.(1.4)

Analysis

The utterance above categorized as the informal style based on the the sentence structure. Informal style is the language that identify as standard language. *But I did work very hard, I just failed examinations again and again. And my story tells that those people that work very hard but failed again and again: don't give up.* In this case, Jack Ma gives share his experience by explaining how he did effort and try to motivate. For this reason he try to use the sentence and diction more easily to be understand. Moreover in the sentence “*Someday, a great university like Hong Kong University is waiting for you.*” shows the chiefly standard sentence and convince to the audience being a excite and desire to doing something.

Datum 1.7

this PhD degree I don't think it's a it's only and a acknowledge of me, but it's the recognition of the intrapreneurship s' of the sprit never give up.(1.7)

Analysis

The utterance in datum (1.7) consist of the language style namely informal style, which shown the standard sentence. It can be seen from the usage of language that use Jack Ma. In the sentence : *this PhD degree I don't think it's a it's a only and a acknowledge of me, but it's the recognition of the intrapreneurship s' of the sprit never give up*” This sentence contain the medium words. In addition in this sentence he makes a repetation in the words *it's a it's a* indicates that he doesnot plan his utterance to make his speaking clearly understood.

Datum 1.8

I love Hong Kong young people when I was young we saw a lot of Hong Kong movies the dream that one day I would be your Hong Kong

Analysis

The datum (1.8) involve the langauge style types informal style. It is take in the sentence *I love Hong Kong young people when I was young we saw a lot of Hong Kong movies the dream that one day I would be your Hong Kong*. Moreover, he use the word *love* and *I would be your HongKong* in order to appreciate and express his feeling to the audience who come in that time although Jack Ma is not come from HongKong. In addition the tone use by this speaker is low intonantion.

Datum 1.9

so in my heart Hong Kong is my beloved city that all China most closest to the world and I believe tomorrow Hong Kong will be the city the closest to the future.

Analysis

The utterance (1.9) involve the language style types informal style. The word “so” in the sentence “*so in my heart Hong Kong is my beloved city that all China most closest to the world and I believe tomorrow Hong Kong will be the city the closest to the future.*” indicate the sentence as the informal style because he speak in the low tone. However, he use the word *in my heart* and *beloved* in order to give his feeling to the audience who come in that time although Jack Ma is not come from Hong Kong. In addition, he also encourage the audience who came in the graduation to believe in the future of their city a become the futurustic city because of the people involved.

Datum 2.1

Obama: I also want to get a sense of why you think it's so important that business has a role in this process?

Jack Ma: I think the money is not always not enough but the money we use tried to wake up a people's consciousness should know that the climate change a problem they should know they should agree that the the water

is a problem the food is in problem so that is what we we think and after we're doing that we think yes well Alibaba I believe is where is the opportunity the opportunity always lies the place where people worry if you solve the water problem that's the greatest opportunity you have so after five years we find this is a huge chance so as you said(2.2)

Analysis

The datum (2.1) above define as types formal style. It can be seen from the use of language, the setting held at that time and the interlocutors. The setting of the conversation was on the Asia-Pacific Economic Cooperation (APEC) and the interlocutor is Obama who at the time served as president of the United States. In this datum, the language used is formal because of the characteristics of complex words and gramatical structures. In addition, the language that use is organized and also use the low tone. This make Jack Ma posit interlocutor by formal style because a the context is the forum discussion in the presence of the leader of economy accros the world.

Datum 2.3

Obama: Jack you have the benefit of having been on both sides of the equation early entrepreneur scratching and clawing to get things done and then now obviously a very successful businessman, how can both

government and larger companies be assisting in creating the kind of climate for innovation that encourages young entrepreneurs like I said

Jack Ma: *yeah government is simple just to reduce the text or no text for these guys(2.3)*

Analysis

The datum (2.3) above consists of informal style. The first style is known as informal style because the sentence has medium length words which indicates the additional information shared by speaker and audience. It can be seen in the sentence “*yeah government is simple just to reduce the text or no text for these guys(2.3)*”. The uses of “*yeah*” and the directive sentence prove that this style classifies as the informal style. In this case, he just answers with the simple sentence and tends to be direct rather than explaining the context that they discuss. It affects the speaker's position towards his audience with the informal way to make the conversation in the low tension and more friendly by responding simply.

Datum 2.4

Obama: you got a lot of cheers from your fellow CEOs ?

Jack Ma: ha ha ha yeah but I think I feel so excited about hearing this story like startup for entrepreneurs like a baby and I have a five babies so far experienced a father and it was (2.4)

Analysis

The datum (2.4) classify as informal style because the choose of the words and the gramatical structure which tend to be more straighforwards. The tone in this utterance “*you got a lot of cheers from your fellow CEOs?*” more relax than before datum that researcher take, it because the topic of conversation is about the questioning the become a CEO and have many support from the another company CEOs. Furthermore the response from the Jack Ma is the informal style. It can be seen from the datum (2.4) : *ha ha ha yeah but I think I feel so excited about hearing this story like startup for entrepreneurs like a baby and I have a five babies so far experienced a father and it was...* The sentence here, indicate the informal style because the choice of word “*hahaha yeah*” rather than answering with the proper response. Afterwards, the answer of the question from interviewer shows the sentence not correct at all. The words “*I have a five babies so far experienced a father and it was*” it should be “*I have five babies*”. The article of “a” it should be ommit in this case. Morover he does not prepare his speech since found the grammatical error in this datum.

Datum 2.5

Obama : not equally or is there

Jack Ma: ha ha ha ha yeah(2.5)

Analysis

The datum (2.5) classify as informal style because the choose of the words and the gramatical structure which tend to be more straighforwards. The tone in this utterance more relax than before datum that researcher take, it because the topic of conversation is about the questioning the become a CEO and have many support from the another company CEOs. Furthermore the response from the Jack Ma is the informal style. It can be seen from the datum (2.5) : *ha ha ha yeah* . The sentence here, indicate the informal style because the choice of word “*hahaha yeah*” is more like e xpression rather than stament to answer with the proper response. Afterwards, the answer of the question from interviewer shows the response is not based on the context of the question from the addresee.

Datum 2.6

Obama : do you have some favorites I shouldn't say –

Jack Ma : I do it oh I'll leave a AliBally paid top are you know these are the these have kids that I have but one thing my advice we just had a

discussion at the back back office that nobody can help you we can only help ourselves.(2.6)

Analysis

The datum (2.4) classify as informal style because the choose of the words in the sentence: “*do you have some favorites I shouldn't say*” The use of slurring words in *shouldn't* indicate the words is informal style .

Furthermore it makes Jack Ma posit the audience in the same way by answering in the form of informal style. It can be seen from the datum (2.6)

I do it oh I'll leave a AliBally paid top are you know these are the these have kids that I have but one thing my advice we just had a discussion at the back back office that nobody can help you we can only help ourselves. The sentence here, reveal the informal style because the choice of word “*I*” I will become “*I'll*”.

Datum 2.7

Obama : but the thing that I maybe want to ask you jack served in in closing is whether you think that other businesses that you're interacting with and dealing with particularly in the APEC countries feel this same urgency that you do or do you think that you're still an early evangelists for this and you have to persuade others a little bit more?

Jack Ma : yeah I I think I would take a China for example I think today because of the air in Beijing the smuggling it cost of tension in government and all the business changed a lot in the past four years(2.7)

Analysis

The sentence above shows the language style type informal style. Informal style is that used based on the standard language. It usually has the medium length words and the range of the tone usually addressed audience with “you” and low intonation. In addition, informal style is more flexible, direct, implicit. In this case, it shows in the sentence “*but the thing that I maybe want to ask you jack served in in closing is whether you think that other businesses that you're interacting with and dealing with particularly in the APEC countries feel this same urgency that you do or do you think that you're still an early evangelists for this and you have to persuade others a little bit more?*”. The words “ maybe” addressed audience by “you” and several word slurring indicates the this utterance is informal style.

The second utterance also classify as the informal style because the choice of words and the grammatical structure uses by Jack Ma. In this case, the sentence : *yeah I I think I'll take a China for example I think today because of the air in Beijing the smuggling it cost of tension in government and all the business changed a lot in the past four years* indicate the style of

informal. It can be seen in the word “yeah” and several word slurring I will becom I’ll and the repetition in the word I .

1.c) Casual Style used by Jack Ma to posit his Audiences

Datum 3.4

Host : okay I got two final questions and I'm gonna embarrass you with one of them there's a lot of speculation in the United States that this gentleman may one day run for president or should run for president what do you think of that

Jack Ma : I think he should (3.4)

Starbucks CEO : be careful ha ha ha

Jack Ma : ha ha ha.. I respect him a lot and he has a great Valley vision and is very paranoid for the future you always think about how you can change see this thing very I see so many retail complain about new technology and on the hate technology they stop with just a complaint but he is changing and I think this is what a country leaders with happen

The sentence datum (3.4) consist of casual language style. The first style is the casual style it can be seen from the jokes utter by speaker. In this context the speaker is a businessman who has long been involved in e-commerce and the host make the spekulation about the Jack Ma and

Howard if it is possible if run on the politic. Then he try to nswer in the casual way by laughing. In addition the Howard also use jokes to answer tht question by the phrase “*be careful Jack Ma, hahaha*” . Here he try answer in the norms for coming. Since the language use is the casual it gives the effect of the situation become more friendly and enjoyable.

1.d) Colloquial Style used by Jack Ma to posit his Audiences

Datum 3.1

Jack Ma: I was amazed by Starbucks because Chinese people don't drink that we drink tea I don't like coffee I like tea but I like coming here I respect I like and I told my wife I don't like coffee but I like Starbucks because when the reason is that I met him first time I think we discovered long I listened to his talk and we discuss only by the valley vision mission and then I told my team in the past years a lot of times making Starbucks a unique cooler(3.1)

Analysis

The sentence above consist of the type of language style in the form of colloquial. Colloquial style is style that use the popular words, morphologies and syntactic together in the form of relaxed style. It can be seen from the use of word *Starbucks* in datum (3.1). Starbucks here means the well-known coffee shop who has many outlet accross the world, It is common to refers to drink coffee by just saying Starbucks. Since the

setting of this datum is the talkshow, JackMa use this style of language to makes the interlocutor feel comfortable spoke with him.

Datum 3.2

*Host : he just gave up on on online retail we used to mean himself
he's handed it over to some degree to Amazon and Amazon just came to
China*

Jack Ma : uh-huh

Analysis

The sentence datum (3.2) consists of colloquial style. It can be said as the colloquail style it because from the use of popular word such as “Amazon”. He refers to buy product in the term of “Amazon”. Amazon here means the famous e-commerce companies in the world from America. In this context the speaker is a businessman who has long been involved in e-commerce so it is easy for him to understand the popular word. In addition, the consultative style found in this datum because shows the norms for coming. Since the language use is the colloquail and consultative the it give the effect to the speaker tend to be less formal.

Datum 3.5

Host : he just gave up on on online retail we used to mean himself he's handed it over to some degree to Amazon and Amazon just came to China

Jack Ma : uh-huh

Host : what do you make of that?

Jack Ma : They to come to China? they've been here for most of 15-20 years but you did not see them here anywhere

Host : because

Jack Ma : because I don't think they do properly here it's out it's the mob case you need but maybe ten years today to happen to become big again(3.5)

Analysis

The sentence datum (3.5) consists of colloquial style. The first style is the colloquial style it can be seen from the use of popular word such as “Amazon”. He refers to buy product in the term of “Amazon”. Amazon here means the famous e-commerce companies in the world from America.

In this context the speaker is a businessman who has long been involved in e-commerce so it is easy for him to understand the popular word. In addition, the consultative style found in this datum because shows the

norms for coming. Since the language use is the colloquial and consultative the it give the effect to the speaker tend to be less formal.

1.e) Consultative Style used by Jack Ma to posit his Audiences

Host : he just gave up on on online retail we used to mean himself he's handed it over to some degree to Amazon and Amazon just came to China

Jack Ma : uh-huh

Host : what do you make of that?

Jack Ma : They to come to China? they've been here for most of 15-20 years but you did not see them here anywhere

Host : because

Jack Ma : because I don't think they do properly here it's out it's the mob case you need but maybe ten years today to happen to become big again(3.2)

Analysis

The sentence datum (3.2) consist of consultative style. The consultative style found in this datum because shows the norms for coming. It can be seen from the use of spontaneous words such as “uh-hu”. Here Jack Ma posit his audience less formal because he try to answer the question which

repeated from his interlocutors. The sentences that Jack Ma uttered less well planned and shorter. In conclusion Jack Ma here posit his audience less serious.

3.1.2 The way Jack Ma in Positing his Audience

Language style is the way in expressing feeling or delivering the message in certain situations, with manners of variation in language use. Language style actually refers to the selection of linguistic form in what the people has its own characteristics to communicate with others. In doing communication people usually use the formal or informal language which depend on the situation they are communicating with others. Style also tells the listeners to take what is being said seriously, humorously in some other ways. Based on the last problem, the researcher will explore the result of finding above based on the second problems. The ways of Jack Ma used Language Style in positing his audience trough in the speech and dialogues.

a. Formal Style

The way Jack Ma uses style to position his audience with good, correct speech. This can be seen from the choice of words spoken by Jack Ma at that time by using the well form of sentence. Besides that Jack Ma's language style choosen in his speaking influenced by the situation he faced on the conference and speech because he meet a new people. In addition, he chooses the vocabulary his speaking style with more complex and requires the advanced preparation to prevent the

misunderstanding. In this case, the characteristics of Jack Ma in the use of this language style with well form of sentence, and the hearer can straightforwardly understand the meaning of the utterance. In order to make the audience clearly understand, the choice of word Jack Ma used seems like he prepared the sentence before speaking in front of a large group of people. It proves in the Jack Ma language style used while speaking in the speech graduation. This style mostly appears in the speech graduation because Jack Ma wants to give an honour to the scholars who attend at that time. The researcher found formal style occurred in 8 times in the datum (1.1), (1.2), (1.5), (1.6), (1.7), (1.8), (2.1), (2.2). For example in the datum (1.1) here he tries to give his respect and thankfulness to his audiences “Distinguished and honourable Chancellor, distinguished Pro-Chancellor, Members and Chairman of the Council, Acting President and Vice-Chancellor, ladies and gentlemen, friends, students and alumni”

b. Informal style

In the informal style, the sentence or dialogue used this style in the middle and final. It is used in order to give the audience the information about life. It usually many show in the middle of the conversation. This style is begun with the low intonation. Since the language use is informal Jack Ma poses his audience in a relaxed way. In addition, this style is used in order to mention that this conversation has standard language and general language. He uses this style in front of the businessman, host and sometimes he uses this style to talk with politicians to make the situation more joyful. However he frequently uses this style since the receiver is his business partner. It proves that he used this style to make the audience more recognize him.

The examples of informal style is: you know, would not you see?. The researcher found informal style occurred 8 times, it showed in the datum. (1.3), (1.4), (1.9), (2.2), (2.3), (2.4), (2.6), (2.7)

The example of this style can be shown at the datum (2.4) : ha ha ha yeah but I think I feel so excited about hearing this story like startup for entrepreneurs like a baby and I have a five babies so far experienced a father and it was... The sentence here, indicate the informal style because the choice of word “hahaha yeah” rather than answering with the proper response. Afterwards, the answer of the question from interviewer shows the sentence not correct at all.

c. Casual style

Casual style is defined as a style used in an informal and a relaxed situation. Casual is used, for example, between friends or between family members. Meanwhile, Joos (in Chair and Agustina, 1995:92) states that Casual style is the style used to integrate an audience into social group. This style is usually not in good grammatical sentence. Such as there is no subject and no auxiliary verb.

Moreover, this style also does not used article before the sentence. That is occurs in the datum 3.4 The example of casual style is in the datum 18, “I’m gonna embarrass you with the speculation he become president what do you think? I think he should, be careful hahaha . This style happens when she told more relax situation than before, why this style occurs in thus datum, because they have conversation look like as friends since throw jokes.

d. Colloquial style

Colloquial style is a language style using the popular words, morphologies and syntactics together with the form of the colloquial style. The sentences are more relaxed than formal style. It is construction and shortened forms of words. The sentences are suitable for informal or familiar conversation. In the colloquial style, the sentences or dialogue of this conversation used this style to create a relaxed situation. This style starts with popular words. It is used in order to avoid awkwardness between Jack Ma and his audiences. This style appears when Jack Ma talks to his business partner that he met in the context of a talkshow. The researcher found colloquial 3 times, it showed in the datum (2.5) (3.1), (3.2)

The example of colloquial style in the analysis above as stated in the datum (3.2), I was amazed by Starbucks and I like to drink Starbucks. Starbucks here means is the coffee shop that people can drink coffee. In here he uses the popular term to drink coffee. The sentence before called as colloquial style because those sentences have relaxed conversation, and using popular words for example "Starbucks".

e. Consultative style

Consultative style is a style that shows our norm for coming, Joos (in Chaer and Agustina, 1995:92). It is the usual style of speech in small groups, chance acquaintances, and strangers. Usually it is used by the speakers who do not plan his utterance before speaking. Therefore, probably any mistakes and repetition of words can happen. This style is usually signified by some words. In consultative style, the sentence or dialogue of this conversation used this style to chance acquaintances

and strangers. And this style used to emphasize something important of the sentence. This style happens in the beginning of the sentences. It is used by the speaker who does not plan his utterance before speaking, but this style creates to make the listener can more relax to enjoy in that video. The consultative occurred in the same words, phrases, or clauses. He uses this style in front of the audiences (host and his business partner). The typical occurrences of consultative style are between two people. While one speaking, at the intervals the others give short responses, mostly drawn from a small of standard signal.

Therefore, probably any mistakes and repetition of words can happen. This style is usually signed by some words. The researcher found consultative style occurred 1 time. It showed in the datum (2.7)

The example of consultative in the analysis above as stated in the datum 2.7 Jack Ma : yeah I I think I would take take a China for example I think today because of the air in Beijing the smuggling it cost of tension in government and all the business changed a lot in the past four years(2.7) Consultative style occurs in his utterance while explain the It happens because he has repetition in word “I” and the speakers does not plan the utterance before speak.

3.2 Discussion

This part discussed the result of data analysis of language style that has been found from the researcher in the previous chapter. Besides, the discussion also answers the research question in section one. The first, the study mentions the types of language style according to the theory from Joos (1967) and Keraf (2002) used by Jack Ma. Second, analyze the way of Jack Ma in positing his audience's through language style that he chooses in his speaking. After doing an analysis, the researcher finds several types of language style and the way Jack Ma posit his audiences.

From the twenty utterances that contain language style produce by Jack Ma, there are five types of language style which are commonly occurred in Jack Ma's speaking, namely; formal, informal, colloquial, consultative, casual. On the other hand, there are no language style types frozen, and intimate style occurred in the Jack Ma utterances. There are some types of language style are dominantly used in the Jack Ma speaking that he is choosing to posit his audiences those are: formal and informal.

The formal and informal style mostly appeared in Jack Ma's speaking. The formal style seemed eight times the same with an informal style, which also shown for eight times. Formal style primarily used in speech graduation. Meanwhile, the colloquial style found in three times followed by the consultative and casual style found in one time mostly found in the talk show.

From the data analysis, the researcher can know the language style used by Jack Ma in positing his audiences. In general, Jack Ma tends to use the language style with a formal and informal style in speaking while expressing the ideas. However, in the use of language style shows that Jack Ma used the different kind types of language style based on the audience that he faced. It can be seen from the expresses and the choice of language while he is attending the situation that needs to be more manner.

Jack Ma uses a different type of language style in a different situation. In the situation that concern with manner, he uses a formal style in his speaking. In this case, primarily indicate that he attended the condition that includes a high manner such as in the speech graduation and conference. The way language style used by Jack Ma in those events by using a proper method so that the other person can understand the speech. Besides, to posit his audience well, Jack Ma also uses a tone that is identified to make the audience more clearly understand. In addition, Jack Ma uses well-formed sentences to speak because he faced several people who have a different background of occupation. The use of formal style, especially shown at speech graduation in the first video seen from the use of word of choice. He becomes the speaker on speech graduation in Hongkong University by showing his respect and thankfulness through his speaking. It gives the effect in the way he formally posits his audience because the audience is the scholar, professor, president chancellor, and vice-chancellor. In this case, he uses the formal style to make his speaking appropriate to utter. Since the setting in the academical area, the way he speaks in front of his audiences is the formal style.

Meanwhile, Jack Ma shift his style from the formal into informal because he wants to his utterances more direct in order to clear to be understood. In this case, the informal style shown in the second videos while he faces Obama as his interlocutors. At that time known as the President of America and have an additional background about political and economical. Since he knows, Jack Ma uses a formal and informal style to make communication effectively. Since the situation and topic that they discussed his experiences in life, Jack Ma use two types of language style to posit his audiences. Sometimes he uses the formal and shifts become informal while speaking with Obama to make the situation more relax and flexible.

Besides, Jack Ma use different types of language styles when he meets and attend the event, which needless manner to speak. In the third video talk show, indicate that the language style that he uses is less formal. He uses the colloquial style and casual style to posit his audience. The use of language style in this situation shows that the audience influences the language style chosen. The colloquial style chosen by Jack Ma while he discussed is about economical and climate change. Jack Ma use the term in the businessman used it gives the effect for him to speak more freely about his area. In a nutshell, he also faces the interlocutors in the same background that is an entrepreneur. In this case, the way he posits his audience by using the popular word to refers the several terms. Therefore, this style makes the audience posited by Jack Ma in the relax situation.

Meanwhile, Jack Ma use the casual style while facing the host from CNBC that concern with financial markets, that makes the host has the same informational background with the guests. In addition, he also uses this style while talking with

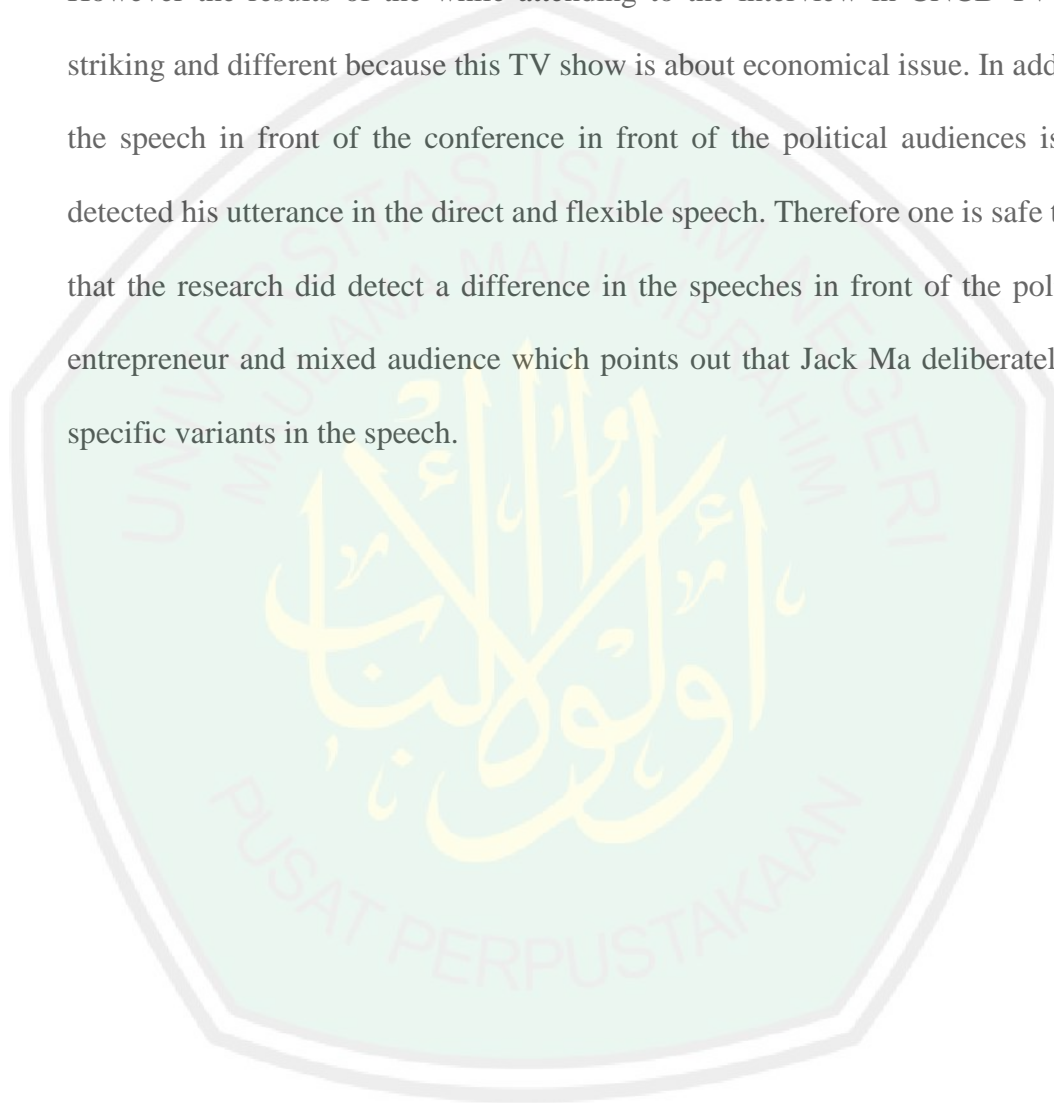
the businessman on those occasions. The way he uses the casual style by using the jokes in his utterance gives the effect the use of language style is more enjoy and look like a friend.

The findings of language style in this study formal and informal is similar to the other studies which shown that the formal style will be characterized by disinterest, accuracy, and "objective", but also inflexibility and informative; an informal style will be much lighter in form, more flexible, direct, and involved, but correspondingly more subjective, less accurate and less informative.

If the other study tries to identify the characteristics of formal style and informal style in speech as the style shifting, one can find out that the analysis will not be able to provide the reason why the people change in such variations. By using the classification based on the function of they are speaking to identify the fact that style is a process of style shifting (Eckert, 2001). The idea is to construct and give a unique and distinct identity of an individual through the speech while at the same time the speech should also be able to relate to the audience.

However, this study revealed more about the speaker positing their audiences that faced in particular event. The way the speaker use the formal style by makes an arranged plan to examine the audience's background and uses the data to come up with conclusions about audience's preferences. In conveying the utterances, this study shows the result that the language style used by Jack Ma in order to posit audiences is depending on the situation and the topic that he discussed. However, the speeches that utter by Jack Ma have shown different

characteristics while facing different people's background occupation. The speech in the Hongkong University graduation was delivered in front a mixed audience showed that mostly he used formal speech as compared to the other two speeches. However the results of the while attending to the interview in CNCB TV were striking and different because this TV show is about economical issue. In addition, the speech in front of the conference in front of the political audiences is also detected his utterance in the direct and flexible speech. Therefore one is safe to say that the research did detect a difference in the speeches in front of the political, entrepreneur and mixed audience which points out that Jack Ma deliberately use specific variants in the speech.



CHAPTER IV

CONCLUSION

This chapter presents the conclusion and suggestion dealing with the findings of the analysis. It presents the summary of the findings which is discussed in the previous chapter and the suggestions for the reader. Conclusion is the statement based on the result of this study, while suggestion is a recommendation for the next researcher, English Department students, and public speakers. All of these sections discussed as follow:

4.1 Conclusion

Many previous study studies has been conducted only focused on the language style, meanwhile this present study more focused on how speaker posit the audience based on the language style that he used. This study is conducted to find the language style by Jack Ma in positing his audience. The conclusion of this study can be formulated based on the research questions. The researcher uses Martin Joos theory and Keraf theory in analyzing the data. In addition, the researcher also use Alan Bell theory about audience design to help the analyze the how the speaker to posit the audience.

The research observed about language style used by Jack Ma in positing his audiences. The researcher finds twenty data which are appropriated with the kind and characteristics of language style. They can divide five types of language style base on the analyzing, namely: formal style, informal style, colloquial style, casual style, consultative style. The first is formal it is usually present in the opening of speech ceremony, and the speaker usually engage his speaking before delivered his utterance. The second is informal, it usually presents in the middle and closing of event. The sentences or the dialogue begin with standard language and general language. The third is colloquial style, it is used to mention that sentences are construction and shortened forms of words, colloquial also using the popular words, morphologies, and syntactic based on grammatical structure. The fourth is casual, it is present with more relax situation, use more jokes to make the situation closer for speaker and interlocutor to more understand. As the characteristics of this style, in those video have conversation that look like have a close relation and best friends. So, it is very more relax then others style. The fifth is consultative style; it is used to emphasize something important of the sentences. It usually happens in the beginning of the sentences, and usually has repetition in their sentences.

In addition, for the second problem of the study, the researcher found that the way of language style used by Jack Ma to posit audiences through his language style he chooses is based on the degree of formality and the situation that involved in the speaking. More manner of the event the situation, the more Jack Ma use the language style type formal. For this reason, the most frequent language style that used Jack Ma in order to posit his audience is the formal style.

4.2 Suggestion

After doing the research, the researcher provides some suggestions for following researcher, readers, English department students and lectures, fresh graduate, and public speaker. This study analyzes about language style used by Jack Ma in posing his audience. For the readers, hopefully they should be aware about language style, and they can improve their competence of speaking even writing applying the theory in order to make the clear understanding of the messages or ideas of those video uploaded.

For the students, to understand the type of language style, especially in language style based on Joos theory. Thus, they may have a good comprehension on the written text by reading the whole texts. It will be able to help them to avoid having wrong interpretation. Furthermore, it can be improving the skill in English language, especially in writing and speaking skill. For the teachers, in order that their students can easily comprehend the language style theory. It is also suggested that they should take examples of language style from another researcher.

Therefore, for the next researcher who concerned on this topic, they can conduct the research about language style in sociolinguistics approach in different areas. Furthermore, the next researchers are suggested to conduct the research based on another feature like age, gender, occupation, etc. Since this study merely focuses on the theory of language style, the data might be considerable in those area. In addition, the researcher also suggests use different the other theory of language style except Martin Joos and Gorys Keraf, so the study and the result more diverse.

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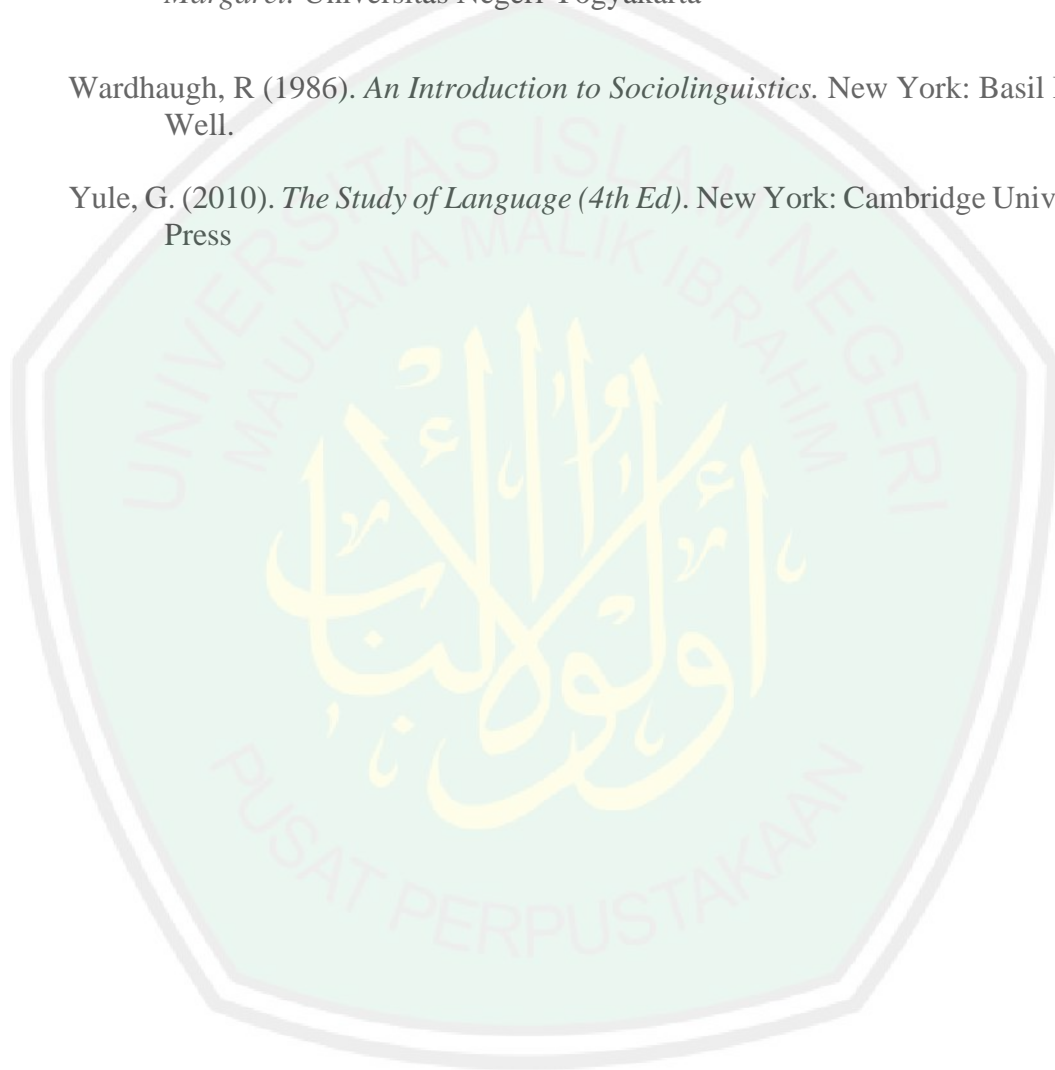
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CURRICULUM VITAE



Anniza' Azizurohmah was born in Malang on July 24, 1997. She graduated from Vocational High School 3 Malang. She also joined Gajayana Volleyball club in Malang. She started her higher education in 2015 at the Department of English Literature, Faculty of Humanities Universitas Islam Negeri Maulana Malik Ibrahim Malang and finish in 2019.



APPENDIX

Frozen Style : FS
 Formal Style : FRS
 Informal Style : IFS
 Casual Style : CSS
 Colloquial Style : CLS
 Consultative Style : CNS
 Intimate Style : IS

The title of the video	Datum	Excerpt	Types of Language Styles							
			FS	FRS	IFS	CSS	CLS	CNS	IS	
Jack Ma Speech in Hongkong University	1.1	Distinguished and honourable Chancellor, distinguished Pro-Chancellor, Members and Chairman of the Council, Acting President and Vice-Chancellor, ladies and gentlemen, friends, students and alumni,		✓						

1.2	Good afternoon, I'm extremely honoured and moved and touched by this great marvellous traditional ceremony, and thank you very much, Hong Kong University [the University of Hong Kong], for giving me this great trust and honour.		✓					
1.3	You know I've been trying to enter university for many times and I failed three times until I went to university. I never thought in my dream to become a PhD and of honour.			✓				
1.4	But I did work very hard, I just failed examinations again and again. And my story tells that those people that work very hard but failed again and again: don't give up. Someday, a great university like Hong Kong University is waiting for you.			✓				
1.5	and Professor Tang and Dr David Mong, I'm very honoured to be with you, and thank you very much for this opportunity to speak on behalf of you.		✓					

	1.6	And I would also love to thank Professor Chaws, for these great words for me and for our people.		✓					
	1.7	this PhD degree I don't think it's a it's only and a acknowledge of me, but it's the recognition of the intrapreneurship s' of the sprit never give up.		✓					
	1.8	I love Hong Kong young people when I was young we saw a lot of Hong Kong movies the dream that one day I would be your Hong Kong		✓					
	1.9	so in my heart Hong Kong is my beloved city that all China most closest to the world and I believe tomorrow Hong Kong will be the city the closest to the future and I believe Hong Kong.			✓				
Jack Ma and Obama conversation in APEC	2.1	Obama: Jack, I know you've been passionate about the need to fight climate change, I want to get a sense from you why you think it's so important? Jack Ma: thank you president.... well it's not the passion it's the concern of warrior I when I was 12 years old I		✓					

		<p>went to swim in a lake and I was almost died in that lake because the water was too deep of much deeper than I thought but five years ago when that Lake again there was it's the total lake was tried a lot of people have a disease.... so if we've been working so hard if we work so hard and put all the money in the hospital buy medicine will be disaster why we should working so if the result a healthy environment of this earth no matter how much money you make no matter how 1-over you are you have it bad disaster so it's the concern we have so we started six years ago put 0.3% of the money of the total Alibaba revenue on encourage and enable all the people to find a creative ways to solve the problem</p>							
2.2		<p>Obama: I also want to get a sense of why you think it's so important that business has a role in this process?</p> <p>Jack Ma: I think the money is not always not enough but the money we use tried to wake up a people's consciousness should know that the climate change a</p>	✓						

	<p>problem they should know they should agree that the the water is a problem the food is in problem so that is what we we think and after we're doing that we think yes well Alibaba I believe is where is the opportunity the opportunity always lies the place where people worry if you solve the water problem that's the greatest opportunity you have so after five years we find this is a huge chance so as you said</p>							
2.3	<p>Obama: Jack you have the benefit of having been on both sides of the equation early entrepreneur scratching and clawing to get things done and then now obviously a very successful businessman, how can both government and larger companies be assisting in creating the kind of climate for innovation that encourages young entrepreneurs like I said</p> <p>Jack Ma: yeah government is simple just to reduce the text or no text for these guys</p>			✓				
2.4	<p>Obama: you got a lot of cheers from your fellow CEOs</p>			✓				

	Jack Ma: ha ha ha yeah but I think I feel so excited about hearing this story like startup for entrepreneurs like a baby and I have a five babies so far experienced a father and it was							
2.5	Obama : not equally or is there Jack Ma: ha ha ha ha yeah					✓		
2.6	Obama : do you have some favorites I shouldn't say – Jack Ma : I do it oh I'll leave a AliBally paid top are you know these are the these have kids that I have but one thing my advice we just had a discussion at the back back office that nobody can help you we can only help ourselves.			✓				
2.7	Obama : but the thing that I maybe want to ask you jack served in in closing is whether you think that other businesses that you're interacting with and dealing with particularly in the APEC countries feel this same urgency that you do or do you think that you're still an early			✓				

		<p>evangelists for this and you have to persuade others a little bit more?</p> <p>Jack Ma : yeah I I think I'd take a China for example I think today because of the air in Beijing the smuggling it cost of tension in government and all the business changed a lot in the past four years</p>						
Jack Ma and Howard Schultz Talk show in CNBC TV talk show	3.1	<p>Jack Ma : I was amazed by Starbucks because Chinese people don't drink coffee we drink tea I don't like coffee I like tea but I like coming here I respect I like and I told my wife I don't like coffee but I like Starbucks because when the reason is that I met him first time I think we discovered long I listened to his talk and we discuss only by the valley vision mission and then I told my team in the past years a lot of times making Starbucks a unique cooler</p>					✓	
	3.2	<p>Host : he just gave up on on online retail we used to mean himself he's handed it over to some degree to Amazon and Amazon just came to China</p> <p>Jack Ma : uh-huh</p>					✓	✓

		<p>Host : what do you make of that?</p> <p>Jack Ma : They to come to China? they've been here for most of 15-20 years but you did not see them here anywhere</p> <p>Host : because</p> <p>Jack Ma : because I don't think they do properly here it's out it's the mob case you need but maybe ten years today to happen to become big again</p>							
	3.3	<p>Host : how do you think about US and China relations these days and how it relates to you doing business here and you doing business in the u.s. we have two leaders but one of whom talks about America first and President Xi to some extent may be talking about China first though opening as well</p> <p>Jack Ma :I did not see President Xi said China first presidency think thinks a lot about the one world in one belt and business should be grow together share profit together so</p>		✓					

3.4	<p>Host : okay I got two final questions and I'm gonna embarrass you with one of them there's a lot of speculation in the United States that this gentleman may one day run for president or should run for president what do you think of that</p> <p>Jack Ma : I think he should</p> <p>Starbucks CEO : be careful ha ha ha</p> <p>Jack Ma : ha ha ha.. I respect him a lot and he has a great Valley vision and is very paranoid for the future you always think about how you can change see this thing very I see so many retail complain about new technology and on the hate technology they stop with just a complaint but he is changing and I think this is what a country leaders with happen</p>				✓			
		8	8	1	2	1		

1.) Transcript Jack Ma Speech Graduation at Hongkong University

Thank you

Distinguished and honorable chancellor, distinguished Pro Chancellor member, and chairman of the Council acting president, and vice-chancellor ladies and gentlemen
France as students by alumnners good afternoon.

I'm extremely honored and moved and touched by this great mother's splendid traditional ceremony and thank you very much for Hong Kong University giving me this great trust and honor.

you know I've been trying to enter University for many times and havem failed of three times and went to in the university. I never thought in my dream to become a PhD and of honour. but I didn't work very hard I just afield examinations again again and my story tells that those people work for a hot but failed again again don't give up someday a great university like the Hong Kong University is waiting for you

and professor Tong and dr. David monk I'm very honored to be with you and thank you very much for giving me this opportunity to speak on behalf of you

and I also would love to thank professor Chows for this great word for me and for what people

and I think I was when I was listening to their I was not that good and I think I got this honor not because I'm qualified I will work hard to prove that I will be qualified one day

and this PhD degree I don't think it's a it's only and a acknowledge of me, but it's the recognition of the intrapreneurship s' of the sprit never give up.

I think entrepreneurs are the scientist in the social science scientist and entrepreneurs we have a lot of similarities we all take risk, we all want innovation and scientists to know how to do things proper and business people know how to do things effectively effectively and efficiently most people seeing is believing. people like us we believe and then we will see. when we start our business we don't

have money we don't have resources we don't have anything. the only thing we have that we believe the future we have the dreams we made hundreds of thousands of mistakes there is only one thing that we did not make the mistake that is never give up.

and business will talk about money but I think a real business people a real entrepreneur not only know how to make money but how to spend money. and we do not live for money we do not work for money when you have one minute that is your your money where you have ten million maybe the problem comes where you have a hundred million dollars I think that is not your money that's the trust the society give it to you that they believe you can spend the money better you can use the money better.

so a real business people is not making money by making use of the of the mistakes makes use of the proverb social problems are real business people,

make the money by solving the social problems for the others there are so many great cities in the world but Hong Kong is the one of the bestest cities that I've ever seen and this is the city I've been here more just a second after hounds or my hometown.

a man all the great and avenged Vantage's Hong Kong have there are three attractions really attract me the incre stiffness the innovation and young people.

I love Hong Kong because Hong Kong's inclusiveness because it's the open spirit it's the open trade open culture open policy that make Hong Kong today there is no such a city like Hong Kong in the world such a small place with so many different languages, different colors, there's so many different things but there are so many similarities today young people say Hong Kong or people say Hong Kong a lot of problems, any cities have problems people say uncle young people have problems any young people have problems the way is how to solve the problems how to face the problems are to challenge these problems and I have confidence in Hong Kong Hong Kong will solve these problems.

I love Hong Kong young young people when I was young we saw a lot of Hong Kong movies the dream that one day I would be your Hong Kong

Hong Kong was so great I never thought that I could that I could visit Hong cried just a dream when I was child and I never think about that one day I could study in Hong Kong. Today when I see the campers there's so many young people here studying I envied them I respect them and I hope they will be great and I wish today is a doctor is not adopted honor is like that the day when I got the letter of acceptance for my university that I could start my new career.

so because of the increase of fitness that make we have so many great young people in Hong Kong Hong Kong embraced innovation, Hong Kong has the best condition environment, for innovation today people in Hong Kong talking about a lot about the stronger will be the the scientific new scientific aha hub of this Asia of this area.

because all they with the mainland China's such a huge market Hong Kong has the great people and money and a Hong Kong I think does not only belong to Hong Kong Hong Kong does not only belong to China, belongs to the world belongs to this century so I think Hong Kong my my talking to a lot of young people that Hong Kong people should not only look at a Hong Kong. Hong Kong people young people should be eyes the young people's eyes look at the rock around the world.

we should look at the other people's the problem not only our problem we should solve the other people's problem too there are a lot of experts today but there is no expert for future all the experts are yesterday's accident there's only act there's only by working hard we can be the experts some day

so I think Hong Kong the innovation should solve the problem for the future Hong Kong will succeed. but the world is changing rapidly Honka used to be the hub for trade but today the trade whoa because the technology is changing a lot they will be in the future there were the trades not about b2c is about the sea to be the future can they tray is not about containers is about the packages. the future world trade is not of a made in China made in America is mating internet.

so we have to change only by changing Hong Kong could be the new hub of trade of the world Hong Kong is also a great Center for financing but Hong Kong with today we're talking about fing tech and tech thing

Hong Kong should be the pioneer a leader of thing tagging tech thing so in the past in the past if half year in the past of 6 Mouse I met Chancellor for for almost 5 times. every time we discuss about young people we talked about science, we talk about innovation, we talk about the future of Hong Kong.

I think that's the 30 years the world is going to change a lot the new technology is going to change every expect of the world if we do not want make this technology travel technology revolution become a social revolution we have to change from now, among all the challenges I think the most challenging thing is about education.

even if today the best university of the world will face the same challenges. because everything we teach our kids are the things that the past 200 years the things we taught them the machine will do better. so we have to think about what is the best way what are the contents to teach our kids in the future we have to teach the kids the wing the machines and the washing machine will never be able to win the man this is my belief because machine only have the chips human have the heart.

so I think we have to change from now on the education system in the future it's not about the competition of knowledge is the competition of creative creativity it's a competition of imagination it's a competition of learning it's competition of independent thinking if you think like a machine the problem will come in the past 20 years we make machine life will make people like a machine in the next 20 years mushroom will look like a people.

so in the future it's not knowledge driven it's the wisdom driven it's the experience driven so in the few in the past is the knowledge driven and it's the manufacturing driven and in the future is the creativity events so this is what we think the world should be focusing on not only the IQ EQ but also focus on LQ the Q of love because only when you care the others only you care the others that succeed and more successful than you are you have the chance.

so in my heart Hong Kong is the city that all China most closest to the world.

and I believe tomorrow Hong Kong will be the city the closest to the future and I believe Hong Kong.

I believe the young people in Hong Kong I believe the future of Hong Kong and I believe Hong Kong University thank you so much and it's my honor to be part of the Hong Kong underground thank you

[Applause]



2.) Transcript Jack Ma and Obama Conversation in APEC

Obama : let me start with with you jack is the mic on yes all right? Jack, I know you've been passionate about the need to something's going on here huh is it working okay I know you've been passionate about the need to fight climate change, I want to get a sense from you why you think it's so important I also want to get a sense of why you think it's so important that business has a role in this process and I know that in addition the work that you've been doing with nonprofits recently you've also been in conversations with Bill Gates about the potential of really turbo charging investment in research and development around clean energy and and we may be able to make some announcements about sort of this mission innovation in Paris give me a sense of how it looks to you from the vantage point of one of the most successful than largest e-commerce organizations in history

Jack Ma : thank you president.... well it's not the passion it's the concern of warrior I when I was 12 years old I went to swim in a lake and I was almost died in that lake because the water was too deep of much deeper than I thought but five years ago when that Lake again there was it's the total lake was tried a lot of people have a disease and the second concern over the young colleagues died of cancer 20 years ago very few people have heard about the cancer of the word but now almost most of the families my friends they have a people of cancers so if we've been working so hard if we work so hard and put all the money in the hospital buy medicine will be disaster why we should working so if the result a healthy environment of this earth no matter how much money you make no matter how 1-over you are you have it bad disaster so it's the concern we have so we started six years ago put 0.3% of the money of the total alibaba revenue on encourage and enable all the people to find a creative ways to solve the problem and I think the money is not always not enough but the money we use tried to wake up a people's consciousness should know that the climate change a problem they should know they should agree that the the water is a problem the food is in problem so that is what we we think and after we're doing that we think yes well Alibaba I believe is where is the opportunity the opportunity always lies the place where people worry

if you solve the water problem that's the greatest opportunity you have so after five years we find this is a huge chance so as you said. two weeks ago Bill Gates called me about inviting me join the force together investing in the clean technology I think it's a fantastic idea and I I think took me and the company believe this is something that we can do the complete contribution as I say we are not the company compared to 15 years ago we are big but compared to 15 years later we're small but if we do not care about this earth we do not care about the water food and environment I think nobody can survive whether you're big or small so this is the concern this is the worry I had

Obama : excellent the now you mentioned the need for continuous innovation in this area and that's why we have I show here and you know Jack remembers when he was starting a company I should serve at that early stage but as an engineer by training you had an idea that could both do well and do good so tell us a little bit about what your idea was tell us about salt and what lessons have you learned as a young entrepreneur in terms of making an impact

Aisah : okay so first of all let me take this opportunity to express my deepest appreciation for allowing me to see PJ mr. president mr. ma to share our advocacy mission with salt and of course tackle on a more serious matter like I may change its feeling through the there an honor so my brother and I founded salt so it's sustainable alternative lighting and our main advocacy is we want to we wanted to address the light inequality gap first in the Philippines by focusing on the people at the bottom of the pyramid because it comprises of about 15 to 20% of the country's population now most of these families live on island island communities and they are not connected to power grids so they mainly use kerosene and fuel based lamps as their main source of lighting and we know the the danger that kerosene lamps poses it can cause fire accidents and it's black carbon so that's the main reason why what we want is we wanted to provide these people a lighting option that is more cost-effective more safe more sustainable and environmentally friendly by a way of a lantern that uses saline solution or ocean water as a means to catalyst to generate electricity in turn it will be able to power up LED and of course power up a USB port where you can also charge low power mobile devices like earphones very essential during emergencies specially disaster scenarios so that's

how we're trying to of course contribute in terms of climate change we we are starting with the lamp and what we see the huge impact that will be able to contribute is when we try or when with the dive into developing like a large-scale 4G for the technology that we have just imagine if you'll be able to power up the whole island you say ocean water so our planet it's composed of 70% saltwater so that's what we're trying to aim for

Obama : that's great so I did just to be clear the I should so with some salt water the device that you set up can provide am I right about eight hours of lighting?

Aisah : yes and all you need to do is you just have to replenish the saltwater solution and then you have another eight hours oh

Obama : and the lamp is \$20 dollars?

Aisah : and it will last you for this consumable inside that you have to change every now and then so the the main explanation the main science behind the lamp is it's a chemical reaction you're trying to convert chemical reaction into energy so there's something inside that you have to change but you only have to change that like six months if you're using the lamp eight hours a day everyday and that only costs the consumable part around \$3 \$2 \$3 so you're just going to sustain the lamp you just have to spend like six dollars annually and

Obama : which means that you potentially save even within a certain amount of time you're already saving enough on kerosene to have paid for the lamp and then from that fourth point forward basically you're getting a modest amount of but important amount of electricity that you can use for a wide variety of purposes so it I think is a perfect example of what we're seeing in in a lot of countries young entrepreneurs coming up with leapfrog technologies in the same way that in large part portions of Asia and Africa you know the old landline phones never got setup people just went straight to mobile and obviously they're buying stuff through Alibaba on there all the time (everyone laugh) but but the the the point is is that they did not have to makesome of the massive infrastructureinvestments this is part of the reason why the old idea of development and environmental sustainability I

think is outdated it does raise the issue though of how we can do more to support young entrepreneurs like Aishah and Jack you have the benefit of having been on both sides of the equation early entrepreneur scratching and clawing to get things done and then now obviously a very successful businessman, how can both government and larger companies be assisting in creating the kind of climate for innovation that encourages young entrepreneurs like I said

Jack Ma : yeah government is simple just to reduce the tax or no tax for these guys[Applause]

Obama : you got a lot of cheers from your fellow CEOs

Jack Ma : ha ha ha yeah but I think I feel so excited about hearing this story like startup for entrepreneurs like a baby and I have five babies so far experienced a father and it was

Obama : not equally or is there

Jack Ma : ha ha ha ha yeah

Obama : do you have some favorites I shouldn't say –

Jack Ma : I do it oh I'll leave a Alibaba paid top are you know these are the these have kids that I have but one thing my advice we just had a discussion at the back back office that nobody can help you we can only help ourselves, the investors government and partners they are uncles and auntie's you are the father you are the mother of the kid don't give up the kid if you because when we start up talking about our kid our passion it's all sounds crazy, but, you are the guy take care of the kids but what we do is that we we are platformed our job is to in neighbor week we so wait you know on the eleven eleven day we saw the fourteen point five billion dollars and this year we got like a five hundred billion dollars so it's totally our platform we do not sell anything we empower others people to sell so our platform is to empower the small business to realize their dreams company like that we have a company that is they have a a PP helping tracks because the track logistic that normally deliver things from this city to death city full of packs when we come come back or empathy so the applications tried to making sure all the track drivers can find the resources. so our technology and platform try to empower this company

and last year alone they saved 1.5 billion US dollars whew because of the thing so I think using the technology innovative ways and all other things big companies it's difficult for big companies to keep the innovation keep up. the innovation is always all Satya company. so for us when we see like that we're excited we put the money inside we're using technology and we also promote them on our platform if they are environment friendly

Obama : Thanks yeah I should be what have been the biggest challenge for you in terms of scaling up you've got a technology you feel confident that it can work she's won by the way a lot of prizes and gotten a lot of attention so we this is not like one of those infomercials were you know you order it you can't make the thing work it's so so but-but-but what would have been the biggest challenges and and how could both the public sector and the private sector be more helpful in terms of encouraging young entrepreneurs like you ?

Aisah : based on our experience I guess what we need here it's like a support system, because we have we have the passion so if you don't mind me telling you the back story of how we started the main inspiration of coming up with the application the lighting application was when I did a personal immersion up in the mountains of Kalinga so there I learned of a story that because of scarcity of public transportation people had to travel down the mountain and walk twelve six hours just to get kerosene for their lamps and they do that every other day so we have the passion so what what we need is like a support system both from the private sector and the government - like mentor us guide us how we can scale up the proper the product or the project and yes, we we also need a lot of support in there in terms of funding so that's where that's our main challenge right now we're on a critical phase we're trying to mass produce the lamp so we're just looking for someone to find us to get the project moving

[Applause]

Obama : that's understand they soso serving of it as a matchmaker here a little bit ha ha but I and I know we were running out of time but I just want to comment on first of all I do think that there's a role to play for government in providing tax incentives for the production of clean energy what's been interesting

if you look at solar for example heavy subsidies on the front end but because of the the trend lines in reducing the costs per BTU coming out over the last several years it's exceeded many of our expectations and increasingly the subsidies become less and less necessary so early phase you may need some support over time less support a second area Jack where I do think that the government has an important role to play and I think you wouldn't disagree with this is on basic research and development you know most of your businesses of the people in this audience you have an R&D; budget but oftentimes it's commercializing a technology that's relatively proven to weaking it where governments can do what it's hard for companies to do is to that front end basic research that doesn't have necessarily an immediate payoff but will then serve as the laboratories for young people like I should to discover based on that basic research I've got a new idea and I can do something else and that's in fact how the internet came about in part was you know a combination of incredible innovation but also some basic government funding that had come in on the front end. but the thing that I maybe want to ask you jack served in in closing is whether you think that other businesses that you're interacting with and dealing with particularly in the APEC countries feel this same urgency that you do or do you think that you're still an early evangelists for this and you have to persuade others a little bit more? and the reason I say that is because I think it's in China is an interesting example like the earlier patterns of England or the United States when a country is growing rapidly it doesn't pay a lot of attention the environment as it enters into sort of middle income status suddenly people start looking at cancer rates they start looking at the air the water and you become more conscious and that that's a good a value that we have to price and and care about and I'm wondering whether you think your fellow business leaders are seeing that that same kind of transition and opportunity in this region

Jack Ma : yeah I I think I'd take a China for example I think today because of the air in Beijing the smuggling it cost of tension in government and all the business changed a lot in the past four years I just came back from Beijing four weeks ago my thrill is pain and I think we organized called a paradise foundation I we invited a 45 I invited 45 business leaders in China or join all put the money inside and we think that there are a lot of things business should do it's too late to

complain who's fun whether your fault my fault let's solve the problem together it's the competition where combined a work of government private sectors scientist and and sociologists and philanthropy leaders we have to working together so I think the the thing is that how we can work in that way more efficiently I believe always you should have a friend that big a heart inside but business away because you have get the things down that is what scientists to tell us how to do properly business should tell us how to get things down efficiently and government should have the good environment and and the foundations of researching and also we need a lot of meteors guide to tell people how how we do it but I think the this area asia-pacific especially China we are taking good actions but we need to do in a way that is really workable I bought a big piece of land in Brandon and a rodent in the States the forest the reason I bought it is not for buying the forest the reason I buy it is by the experience to how America solved the problem in last a century of thirties how they solved the problem there will bring the technology bring the know-how back to China back to this part of the world I think it's the opportunity and it's it's it's too late to worry we have to make action and join together this is what we believe.

Obama : excellent excellent and and I should the closing comments I mean obviously you're about to scale-up and I'm more confident that you'll be successful but one of the most important things that you've said in my mind at least is that this starts from the bottom up that when when whether it's in the Philippines or in Tanzania or anywhere in the in the world that people who are trying to improve their lives that they can't be asked to just stay poor in order to solve this problem they need electricity they want transportation they want the same things that exist in developing nations but what that means is is that if we're working at that grassroots level seeing what folks need and figuring out in an efficient way how to deliver improved quality of life while being environmentally sustainable that's an enormous opportunity and and but it's but it starts at looking at the aspirations and hopes of ordinary people is that a fair thing to say?

Aisah : it's mainly a collaborative effort this should is it not just like rely on the government of course you should also do your part both as a citizen of the nation to help your people so like what we're doing where I'm focusing on what I'm good at which is of course R&D; research and development and we just entered

with the help of local incubation program here in the Philippines were able to partner with a local manufacturing company who's trying to help us assemble the lamp and we're also in talks we have we are getting so many support from organizations and foundations to distribute the lamps across the Philippines so with all those it's a it's a collab collaborative effort so you have to of course be open with regards to part the partnering and helping out people especially in our case people that don't have access to electricity electricity is a basic need and we should life is a basic need and we should be addressing that and before I of course before I close before I get mic to my closing remark I would like to focus on the on climate change coming from an academic round so I just wanted to emphasize that climate change is real so it's a fact it's not a myth that scientists created in order to get funding or grants so it's real so it's happening now just to give you like a simple analogy of what stage we're in in climate change right now it's like climate change like cancer so at stage one you're yourself starts mutating and then at stage two you start feeling the same if you're self-aware you go to the doctor and get treatment if you're not aware of course you take it for granted and then you go on to stage two you start feeling the the severe effects of the symptoms until finally stage four you're noticing that your health starts declining you get to that you get the best oncology spay the best Hospital but it's not working because everything is too late so climate change is like that so right now I believe so we're on stage two so it's it's stage two so

Obama : I'm just saying people you don't want you know what your honor gets a stage four and we all have a huge investment in in making sure that our children our grandchildren our great-grandchildren are able to enjoy prosperity and it's that's dependent ultimately on a planet that accommodates us I will say that you the the lamp you talked about in addition to providing light you can also charge a cell phone right and if you if you're if people have these lamps they're more likely to charge their cell phone which means they're more likely to use e-commerce and more likely to purchase things so I think that there's a synergy here everybody please give Jack and I chef big round applause

3.) Transcript Talk Show in CNBC American TV with JackMa (Founder Alibaba) and Howard Schultz (CEO Starbucks)

Host : I began the conversation by asking him and Howard why so many American companies who come here it fails all too often but at least for Starbucks right now they've made it work

Howard : we've been here 18 years and many people don't realize in the first nine years we were not very successful and so there was a lot of pressure on us early on to kind of close the tent and say it's not gonna work so but I think we had to have patience and we had to have a deep commitment to being locally relevant and understanding the consumer but I don't want to barriss Jack but you also have to have friends here who can help you kind of navigate through some of the issues that are difficult to understand and you know Jack and I have known each other I I said this the other day I knew Jack before he was Jack and and we've had great conversations about the values of building a great company what u.s. or China and I think the understanding that there are actually more similarities between us than differences and the consumer although it is a Chinese consumer that did not know much about coffee did understand customer service did understand a beautiful place to be and I think also building the kind of company that would be values based in the culture of the company and it can put people first and I think that that gave us a leg up if we could really convey to take anything we came here to get back

Host : when you look at this and a lot of technology companies in the US have tried to come here unser guys what do you think is going on

Jack Ma : I think most of the technology companies come to China to learn from Starbucks first a heart for the customer for the market we love the people love the market second we should have great team they have a patient's concerns of patients doing this for 10 20 years and that's a great product when I I was amazed by Starbucks because Chinese people don't drink coffee we drink tea I don't like coffee I like tea but I like coming here I respect I like and I told my wife I don't like coffee but I like Starbucks because when the reason is that I met him first time I

think we discovered long I listened to his talk and we discuss only by the valley vision mission and then I told my team in the past years a lot of times making Starbucks a unique cooler example everybody drink coffee in them in in the world all right also China specially but nobody thought of coffee could it be a business that be a global company serve people is hard not coffee that's what we think

Host : tell me what's going on in retail here in China you just had your singles day yeah biggest ever again twenty five billion dollar damn and that's been mostly an online dead yeah but you guys are getting into the bricks and mortar space yeah as well yeah

Jack Ma : we've been moving very aggressively in the forty four years ago when we grow so fast and we've got a lot of complaints about traditional retail and say hey ecommerce take away all of our jobs all our business so we ask for yourself I will want to serve our customers or our we want to kill all the retail their traditional retail we think we should working together we believe online offline should working together with the data with the customer experience we think retail the traditional retailer has a huge potential if we do properly if we will work together but that is why we're going aggressively in the past four years

Host : he just gave up on on online retail we used to mean himself he's handed it over to some degree to Amazon and Amazon just came to China

Jack Ma : uh-huh

Host : what do you make of that

Jack Ma : They to come to China? they've been here for most of 15-20 years but you did not see them here anywhere

Host : because

Jack Ma : because I don't think they do properly here it's out it's the mob case you need but maybe ten years today to happen to become big again I mean China but you should have a patience and could great people good services and I think we're working together online and Starbucks has presents a shop shop on on Timur and they also actually using Ali pay a we're working so closely

Howard : so the the guru sri officially opens tomorrow i'll give you a statistic they gave me an hour ago we sold almost two million dollars of merchandise talking through Alibaba the store has an open you in Kermit and the other thing is you understand that the technology in the store as being powered by Alibaba the so the partnership that we're establishing here in China twisting it's really state of what we can do together

Host : how do you think about US and China relations these days and how it relates to you doing business here and you doing business in the u.s. we have two leaders but one of whom talks about America first and President Xi to some extent may be talking about China first though opening as well

Jack Ma :I did not see President Xi said China first presidency think thinks a lot about the one world in one belt and business should be grow together share profit together so

Host : do you but do you look at what's happening even in the conversations and the overhang of the conversation around North Korea for example and how that could affect you being here and and you doing more I know you're trying to do more and more business in the US as well

Howard : I you know I think they do unfortunately yes I think there's a possibility companies that have a shared level of values around sense of humanity if you continue Alibaba and you take several Tiny's company America perhaps we can demonstrate the kind of cooperation the kind of trust and build a bridge between our two companies that perhaps the politicians cannot do at this time and demonstrate to America and that we are much more to see than we argue but hey talk about

Host : can you do that though if if if there is disagreement among the countries over things like North Korea

Jack Ma : yes of course we'll continue to do it I think politician agree great if do not that great business still have to go on trade have to go out nobody can stop a business nobody can stop trade nobody can stop the cooperation could change the business so this is what we think and if they are so great on the offline we're so good

on online they are so good in the states less so good in China we we should set an example that how we've been working together that improving the relationship between to go strengthen the relationship this is what we think by working together the two countries can do a lot

Host : do you have a take on North Korea I know you're sponsoring by the way the Olympics this year I'm gonna be in South Korea you're gonna be there as well and it's gonna be a big conversation there what's happening in North Korea

Jack Ma : yeah it's so complicated to me I've enough had to keep my business I think when I cared about North Korea I say oh my god of course it is Russia there is China said this Americans say this leave this job from President Xi and Donald Trump you know I'm focused on my business okay

Host : let me ask you one question last time I saw you in Davos you said something very provocative President Trump had talked at one point about the u.s. or rather China stealing jobs from the US and you said that was the strategy but that was the strategy by the leaders of the US President Trump has tried to change that I'm curious whether you think he's been successful we have tax policy that he's trying to put through I think what do you make of what's happening in the United States?

Jack Ma : well I think the Americans also should have a patient so you know you made them do not a great thing when he say I want to do this he's been present upon that only one year something he can never get achieve something within one year at least he's trying and for me I think the the China is not stealing jobs we are creating a larger lot of them companies succeed in in in China star back to the accident in China in a Microsoft detection in China I build it actually in China in China and we do not see a lot of Chinese company to the excellent in the States so we shall workon together right

Host : when you have conversations with government here how much they talk about Trump with you

Howard : there's a constant theme about asking about President I I have one state new that I consistently pee I'm not here talking about politics that's certainly not going to criticize the president States on foreign soil

Host : fair enough... back there when you buy a coffee you can pay with Ali pay but you can also pay with WeChat which has been growing in its market share yeah what are you gonna do to stop that

Jack Ma : why should I stop them I mean it first if there's only one Ally pay Ali Ali B cannot grow that fast when there's a fair competition grow fast no matter how fast did it grow we're still bigger we're still better so it's it's way of a fair healthy competition it is good and we don't want to be lonely to talk to the government because we're the only one don't wait another two or miss three and then we have the right policy

Host : talking about currency the topic at least back in the u.s. I think here as well is Bitcoin and what some people think of as the modern it's like a tulip bubble or is it a bubble and I was curious I don't know if you're gonna accept Bitcoin you do either of you have a take on whether we're in a bubble other people have called it a fraud Jamie Dimon says it's it's a ridiculous thing

Howard :I don't understand it myself I'm just trying to figure out the sake Lucas

Jack Ma : I understand, listen just two days ago in Ulsan internet conference people asked me what do you think I say honestly I know very little about it and I'm totally confused and that evening it works even if it works the whole international rules and laws on trade of finances going to completely change I don't think we are ready for that so I think I'm focusing on the Ali pay a burger i and be US dollars or Euros that's fine and your ass I know no

Host : do you see a day where you could ?

Jack Ma : now we we have a team specifically study that and also we have a team blockchain technology we spend a lot of efforts on blockchain technology provider but bitcoins I say not for me all right I know I

Howard : I can see a point in time where Starbucks becomes a cashless and I think that time is nearer than slavery I don't

Jack Ma : let me say one thing we are not focusing on Bitcoin we're focus on cashless society for China and every control we go try them making sure the society is more efficient more transparent no corruption this is what we want to do using a catchment

Host : okay I got two final questions and I'm gonna embarrass you with one of them there's a lot of speculation in the United States that this gentleman may one day run for president or should run for president what do you think of that

Jack Ma : I think he should

Starbucks CEO : be careful ha ha ha

Jack Ma : ha ha ha.. I respect him a lot and he has a great Valley vision and is very paranoid for the future you always think about how you can change see this thing very I see so many retail complain about new technology and on the hate technology they stop with just a complaint but he is changing and I think this is what a country leaders with happen

Host : and finalquestion we've been watching you dancing like Michael Jackson creating movies what's next outside of doing magic shows outside of running Alibaba

Jack Ma : well I every I tried to do something because there are three jekima first Jack reminds people imagination is great is not good and this is the people's imagination second jekima jekima is the CEO and founder of chairman of Alibaba Group and third Jack Ma is my real person I love to sing I love to dance I have a fun I like it walking around the streets and all the thing you see I'm myself by my real jackhammer coming out of these days

Howard : and I'm gonna forth Jack Ma ya know jack a long time Jack obviously has become extraordinarily successful and influential in China and around the world the fourth jet poor guy is the man of the middle a humble person and that's why I think at somewhat respectfully yeah it's not cheap at all .

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Nama : H. Djoko Susanto, M.Ed, Ph.D

NIP : 1967052920000310001

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Nama : Anniza’ Azizurohmah

NIM : 15320142

Jurusan : Sastra Inggris

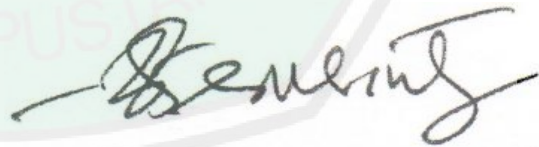
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H. Djoko Susanto, M.Ed, Ph.D
1967052920000310001