

**LANGUAGE STYLE AND LANGUAGE FUNCTION USED BY FOOD REVIEWERS  
IN TIKTOK VIDEOS**

**THESIS**

By:

**Illiyya A'izzatin Salma**

NIM 200302110232



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

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**LANGUAGE STYLE AND LANGUAGE FUNCTION USED BY FOOD REVIEWERS  
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**THESIS**

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**By:**

**Illiyya A'izzatin Salma**

**NIM 200302110232**

**Advisor:**

**Mira Shartika, M.A**

**NIP 197903082023212008**



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

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**2024**

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Malang, 18 December 2024

The Researcher,



Illiyya A'izzatin Salma

NIM 200302110232

APPROVAL SHEET

This is to certify that Illiyya A'izzatin Salma's thesis entitled **Language Style and Language Function Used by Food Reviewers in Tiktok Videos** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as the one of requirements for the degree of Sarjana Sastra (S.S).

Malang, 18 December 2024

Approved by  
Advisor,



**Mira Shartika, M.A**  
NIP 197903082023212008

Head of the Department of English Literature,



**Ribut Wahyudi, M.Ed., Ph.D.**  
NIP 198112052011011007

Acknowledged by  
Dean,



**Dr. M. Faisol, M.Ag**  
NIP 197411012003121003

## LEGITIMATION SHEET

This is to certify that Illiyya A'izzatin Salma's thesis entitled "**Language Style and Language Function Used by Food Reviewers in Tiktok Videos**" has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S) in the Department of English Literature.

Malang, 18 December 2024

### Board of Examiners

1. **Dr. Rohmani Nur Indah, M.Pd**  
NIP 197609102003122011
2. **Mira Shartika, M.A**  
NIP 197903082023212008
3. **Nur Latifah, M.A.**  
NIP 197706252023212013

### Signatures

(Main  
Examiner)



---

(Advisor)



---

(Chair)



---

Acknowledged by  
Dean Faculty of Humanities



**Dr. M. Faishol, M.Ag**  
NIP 197411012003121003

## MOTTO

فَاعْفُ عَنْهُمْ وَاصْفَحْ

“But pardon them and bear with them”

(Q.S. Al-Maidah: 13)

“A comfort zone is a beautiful place, but nothing ever grows there”

-John Assaraf-

## **DEDICATION**

This thesis is proudly dedicated to my beloved parents, Bapak Azizuddin and Ibu Siti Aminah, who have loved me unconditionally and always support me to do my best. My beloved sister and brother, Ainuz Zahroh Asna and Ahmad Fadli Azka Azizi, who always standing by my side throughout my life and being my pillar of strength.

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Finally, the author realizes that the writing of this thesis may have lapses in several ways. Therefore, critical corrections and suggestions will greatly assist better research in this field in the future. Hopefully this thesis is useful and beneficial for other researchers and people who read it.

Malang, 18 December 2024

Illiyya A'izzatin Salma

NIM 200302110232

## ABSTARCT

**Salma, Illiyya A'izzatin** (2024) *Language Style and Language Function Used by Food Reviewers in TikTok Videos*. Undergraduate Thesis. Department of English Literature, faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Mira Shartika, M.A.

*Keywords: language style, language function, food reviewers.*

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The increasing popularity of TikTok has made many people to create an attractive content to get more followers, including food reviewers. Each food reviewer has a distinctive way of using language style and language function to captivate their reviewers' attention.

This study aimed to investigate the use of language style and language function used by food reviewers on the TikTok. The researcher chose two food reviewers, Karissa Dumbacher and Doobydobap, as the objects of the study. The data analyzed were taken from each of their TikTok accounts, with a total of three videos from each reviewer.

In analyzing the use of language style, the researcher used the theory of Mandell & Kirszner (1982) and supported by the theory of language function proposed Holmes (2013). This study used a descriptive qualitative approach because it aimed to gain a deep understanding on how food reviewers used language style and language function in their food reviews on TikTok.

The results of the study showed that there were two language styles used by both food reviewers, including colloquial and slang style. Between the two, the colloquial language style was more dominant than slang style. There was no significant difference in the use of language style between the two food reviewers because they wanted to be closely connected with their viewers. Furthermore, the use of this language style created more relaxed and natural communication with the audience. In addition, this study found that all language functions were applied in the videos of both food reviewers. However, the referential language function was more dominant than the other functions. This was due to the main purpose of their contents, which was to present informative and clear for the audience. The two-figure reviewed on their TikTok videos regardless their difference cultural background.

## ABSTRAK

**Salma, Illiyya A'izzatin** (2024) *Language Style and Language Function Used by Food Reviewers in TikTok Videos*. Skripsi Sarjana, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Mira Shartika, M.A.

*Kata Kunci: gaya bahasa, fungsi bahasa, pengulas makanan.*

---

Meningkatnya popularitas TikTok telah membuat banyak orang menciptakan konten yang menarik untuk mendapatkan lebih banyak pengikut, termasuk para pengulas makanan. Setiap pengulas makanan memiliki cara yang khas dalam menggunakan gaya bahasa dan fungsi bahasa untuk menarik perhatian penontonnya.

Penelitian ini bertujuan untuk menyelidiki penggunaan gaya bahasa dan fungsi bahasa yang digunakan oleh pengulas makanan di TikTok. Peneliti memilih dua pengulas makanan, yaitu Karissa Dumbacher dan Doobydobap, sebagai objek penelitian. Data yang dianalisis diambil dari masing-masing akun TikTok mereka, dengan total tiga video dari masing-masing pengulas.

Dalam menganalisis penggunaan gaya bahasa, peneliti menggunakan teori Mandell & Kirszner (1982) dan didukung oleh teori fungsi bahasa yang diajukan oleh Holmes (2013). Penelitian ini menggunakan pendekatan deskriptif kualitatif karena bertujuan untuk mendapatkan pemahaman yang mendalam tentang bagaimana pengulas makanan menggunakan gaya bahasa dan fungsi bahasa dalam ulasan makanan mereka di TikTok.

Hasil penelitian menunjukkan bahwa terdapat dua gaya bahasa yang digunakan oleh kedua pengulas makanan, yaitu gaya bahasa kolokial dan slang. Diantara keduanya, gaya bahasa kolokial lebih dominan daripada gaya bahasa slang. Tidak ada perbedaan yang signifikan dalam penggunaan gaya bahasa antara kedua pengulas makanan karena mereka ingin terhubung dengan penonton mereka secara dekat. Selain itu, penggunaan gaya bahasa ini juga menciptakan komunikasi yang lebih santai dan alami dengan audiens.

Selain itu, penelitian ini menemukan bahwa semua fungsi bahasa diterapkan dalam video kedua pengulas makanan. Namun, fungsi bahasa referensial lebih dominan dibandingkan dengan fungsi yang lain. Hal ini disebabkan oleh tujuan utama dari konten mereka, yaitu untuk menyajikan informasi yang informatif dan jelas bagi audiens. Kedua tokoh tersebut mengulas video mereka di TikTok tanpa memandang perbedaan latar belakang budaya mereka.

## مستخلص البحث

سلمى، عليا اعزة (2024). أسلوب اللغة والوظيفة اللغوية التي يستخدمها مراجعو الطعام في مقاطع فيديو TikTok أطروحة بكالوريوس، قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: ميرا شارتیکا، ماجستير.  
الكلمات الأساسية: أسلوب اللغة، وظيفة اللغة، مراجعو الطعام.

دفعت الشعبية المتزايدة لـ TikTok العديد من الأشخاص إلى إنشاء محتوى جذاب لكسب المزيد من المتابعين، بما في ذلك مراجعي الطعام. لكل مراجع طعام طريقة مميزة في استخدام أسلوب اللغة ووظيفة اللغة لجذب انتباه جمهوره.

تهدف هذه الدراسة إلى استقصاء استخدام الأساليب اللغوية والوظائف اللغوية التي يستخدمها مراجعو الطعام على تطبيق TikTok. وقد اختارت الباحثة اثنتين من مراجعي الطعام، وهما كاريسا ديمباشر ودوي دوياب كموضوع للدراسة. وقد أخذت البيانات التي تم تحليلها من حساب كل منهما على تطبيق تيك توك، بإجمالي ثلاثة مقاطع فيديو من كل مراجع.

وفي تحليل استخدام أسلوب اللغة، استخدم الباحث نظرية ماندل وكيرزنر (1982) ودعمتها نظرية وظيفة اللغة التي اقترحها هولمز (2013). ويستخدم هذا البحث منهجًا وصفيًا نوعيًا حيث يهدف إلى اكتساب فهم متعمق لكيفية استخدام مراجعي الطعام لأسلوب اللغة ووظيفة اللغة في مراجعاتهم للطعام على TikTok.

أظهرت النتائج أن هناك أسلوبين لغويين يستخدمهما مراجعو الطعام، وهما الأسلوب العامي والأسلوب العامي. وبين الأسلوبين فإن الأسلوب العامي أكثر هيمنة من الأسلوب العامي. لا يوجد فرق كبير في استخدام الأساليب اللغوية بين مراجعي الطعام لأنهما يرغبان في التواصل مع جمهورهما عن قرب. وبالإضافة إلى ذلك، فإن استخدام هذه الأساليب اللغوية يخلق أيضاً تواصلاً أكثر استرخاءً وطبيعية مع الجمهور. بالإضافة إلى ذلك، وجدت هذه الدراسة أنه تم تطبيق جميع الوظائف اللغوية في مقاطع الفيديو الخاصة بمراجع الطعام. ومع ذلك، فإن وظيفة اللغة المرجعية أكثر هيمنة مقارنة بالوظائف الأخرى. ويرجع ذلك إلى الغرض الرئيسي لمتواهما، وهو تقديم معلومات مفيدة وواضحة للجمهور. تستعرض كلتا الشخصيتين مقاطع الفيديو الخاصة بهما على TikTok بغض النظر عن خلفياتهما الثقافية المختلفة.

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# CHAPTER I

## INTRODUCTION

This chapter consists of a background of the study, previous studies, research questions, research significance, scope and limitation, and definition of key terms.

### **A. Background of the Study**

Technological developments, which are increasing daily, have encouraged humans to become increasingly dependent on technology in everyday life (Syahputra & Widayarti, 2023). This indirectly forces humans to live side by side with technology. Talking about technology is undoubtedly close to what is called social media. Social media is one of the main aspects that has an essential role in the use of technology (mahsusi, 2023). Social media offers various conveniences and benefits that can be obtained from it. Social media also offers various features and functions that can make interaction and sharing of information more accessible. This makes people spend their days surfing social media platforms, thus making social media a constant source of human consumption. One of the social media platforms that is constantly consumed by humans and is in great demand is TikTok (mahsusi, 2023).

TikTok is a social media and music video platform from China (mahsusi, 2023) created by Zhang Yiming and launched in September 2016 (Li et al., 2021). TikTok is also a social media that offers lots of features, TikTok displays various content such as dances, challenges, promotions, and other creative performances (Syahputra & Widayarti, 2023). TikTok has become a popular and frequently used social media since the Covid-19 pandemic era (Susilowati, 2018).



The uniqueness of the TikTok platform is very diverse and includes different effects in terms of social norms and language ethics (Purba et al., 2021). The exciting thing is seen in how TikTok application users use language in their content. One example is that many TikTok application users have started creating content about a review product. The more people who buy a particular product, the more famous it becomes, increasing their interest in trying it (Syahputra & Widayarti, 2023). This resulted in the emergence of many food reviewers who purchased the product and felt interested in trying it, then created content that focused on review the product.

In this case, the researcher aims to further study the use of language style and language function by food reviewers in TikTok videos, a platform known for starting new trends—including in food reviews—where reviewers may use trendy language and expressions unique to the platform. Since language style and function are present in every form of conversation, media, and public speech, this research can help us understand how individuals choose words and construct sentences within specific social or cultural contexts.

Many experts have reviewed language style in detail. The first is Martin Joos in his book entitled "Five Clocks" in 1976, Joos stated that there are five types of language styles, formal style, frozen style, casual style, consultative style, and intimate style. McCrimmon (1995) simplifies the classification into three, informal style, formal style, and casual style. Meanwhile, the most recent, Mandell and Kirszner, in their 1982 book, classified language styles into four categories, formal style, informal style, colloquial style, and slang style. Each has different characteristics and contexts of use. Mandell and Kirszner divided these four categories based on the level of formality and closeness of the relationship between the speaker or writer and their audience. Therefore, this research used Mandel and Kirzner's arguments to explain variations in language style.

The way someone uses language tends to be influenced by the social context. People adjust their manner of speaking depending on who they are talking to, such as children, customers, or colleagues. The same applies to food reviewers, whose audience mainly consists of young people on social media platforms like TikTok. Therefore, to understand this context, the researcher uses the language function theory from Holmes (2013) which explains that language function is a form of language used to convey messages within the same context in various ways with an objective meaning. Holmes categorizes language functions into six types: referential, expressive, directive, metalinguistic, phatic, and poetic.

This research understood the language style and language function patterns used by food reviewer on the TikTok application. In this research, several food reviewers selected included Karissa Dumbacher and Doobydobap. Karissa Dumbacher is a famous food reviewer on various platforms, one of which is TikTok with 3.3 million followers. She is American by nationality who currently lives in Orlando. Karissa has inspired millions with her creative ideas and quality content. People love to watching her videos and having fun by commenting, liking, and sharing them to enjoy. The other food reviewer is Doobydobap. Doobydobap is her famous name whose real name is Tina Choi. She is a Korean who studying in American since she was fourteen. She is a content creator, recipe developer, and food scientist known on various social media, including TikTok, where she has 3.4 million followers on TikTok. Since they come from different continents and have different ethnic backgrounds, the two of them definitely have different cultures. Therefore, they were both chosen to be the subjects of this research.

In recent years, research in the field of language style and language functions has been carried out. The study of language style has been extensively explored in previous research (Widyaiswara, 2022; Sinurat et al., 2021; Al-Fathin, 2016), as has the examination of language functions (Kanaza, 2020; Khalid, 2023). Additionally, some studies combine

analyses of language style and function (Trioktaviani, 2019; Hidayah, 2024). However, research specifically focused on the use of language style and function in food reviews on TikTok by \*food reviewers\* remains relatively limited (Syahputra & Widayarti, 2023).

The results of those studies founds that the use of language styles and language function depends on who we are talking to and how the social context influences it. Meanwhile, for language style research, those used by food reviewers in TikTok platform are still few and do not include language functions either. Another research also concerns on food reviewers on TikTok but the concern is on figurative language or another figure of speech not language style and language functions. Therefore, research into the language style and language function used by food reviewers on the TikTok platform still needs to be carried out.

Research in the field of language style still needs in-depth exploration. The reason is that language style is a depiction of a person's self through a social context (Novitasari, 2021). Language style also influences everyday life, including social media users. Understanding further the use of language style in the public, especially on social media, will have implications for several aspects. Among them will be a better understanding of social dynamics on social media. Research on language styles can provide a clear picture of the social dynamics that occur on social media (Mention et al., 2019).

This study starts from the assumption that social media, especially the role of influencers, has a significant impact on food consumption patterns among the public. Furthermore, this study also explores whether the background and culture of food reviewers influence the use of language style and function in social media.

## **B. Research Questions**

Based on the background of the study above, it is necessary to formulate research questions as follows:

1. What are the types of language style used by food reviewers in TikTok videos?
2. What are the types of language function used by food reviewers in TikTok videos?
3. How do the language style effect the language function used by food reviewers in TikTok videos?

## **C. Research Significance**

Based on the topic that has been written, this research makes practical contributions to the field of language style and language function. This research aims to refine ideas about the use of language styles and language function used by food reviewers Karissa Dumbacher and Doobydobap in reviewing food products on the social media platform TikTok. Apart from that, it is hoped that this research can extend the study of language styles and language style in various types in the future. In the end, this research can expand the study of language style with Mandell and Kirszner's theory (1982) and language function with Holmes' theory (2013). Meanwhile, this research can be a reference for researchers who want to research the field of linguistics, especially language style and language functions. Additionally, this research may be useful for linguistics students who wish to take this topic for further study to expand similar frameworks in various fields.

## **D. Scope and Limitation**

This research only focuses on analysing the language style and language functions used by food reviewers on the TikTok social media platform via TikTok videos. To detail

with this statement, the researcher conducted a more in-depth analysis with the aim of identifying the language style and language functions.

This research focuses on food reviewers from America named Karissa Dumbacher and from South Korea named Doobydobap. The researcher uses the theory of Mandell and Kirszner's theory (1982) of language styles and Holmes' theory (2013) of language functions, because according to the researcher, these theories explain various types of language styles and language functions clearly and in details. The limitation of this research is that the researcher only studied human linguistic behavior through the words of food reviewers Karissa Dumbacher and Doobydobap on the social media platform TikTok without considering other influences.

#### **E. Definition of Key Term**

This section contains the definitions of key terms or words which one often used in this study:

**Sociolinguistics:** a branch of the scientific field of linguistics and combines sociology and linguistics.

**Language style:** the way food reviewers speak. Language style occurs when food reviewers talk to other people. In other words, language style is influenced by age, gender, and social status.

**Language function:** the purpose for which the speech is to convey the meaning or function of each utterances used.

**The purpose of using reviews on Tiki is to provide consumers with assessments, recommendations and**

**TikTok:** a social networking application that makes it easy for its users to create, edit, and share various kinds of short videos.

**Food Reviewer:** someone who evaluates and critiques various aspects of food, typically in restaurants, cafes, or other dining establishments. The primary goal is to provide insights and opinions about the quality, taste, presentation, and overall dining experience of the food they have sampled.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter discusses the review of theories related to the topic from the general to specific theories. These are sociolinguistics, language style, and figurative language.

#### **A. Sociolinguistics**

In this study, the researcher wants to examine further the use of language styles and language function used by food reviewers to attract the attention of the audience, which can be researched using sociolinguistics. Sociolinguistics is a branch of study that combines two scientific disciplines, namely sociology and linguistics. (Herdian, P. A., & Supri, 2020). Sociolinguistics is a branch of linguistics that studies language in a social context. Sociolinguistics studies how the relationship between language and the social environment occurs (Purba et al., 2021).

Not only the relationship between language and the environment, sociolinguistics also examines how society influences language rather than how language influences society as a whole. According to sociolinguistics, language is a social behavior used in communication. Where the relationship between individuals and society influences and depends on each other. Thus, language as a property of society is also stored within each individual and displayed through language style (Partana, 2007). Additionally, Wardhaugh (2011) said that sociolinguistics is related to research on relationships between languages, understanding language structure and the function of language in communication. Simatupang & Amalia (2016) argues that sociolinguistics studies the relationship between language and its context. In other words, sociolinguistics has a close relationship with language. It can be concluded that sociolinguistics is a field of in-depth research regarding

the identification of language in the context of society, as well as the analysis of the complex relationship between language and social dynamics in the context of contemporary society.

Sociolinguistics is the study of how language and society intersect. It examines how social factors, such as culture, ethnicity, gender, class, and others, influence and are influenced by language use. Language style and language function, on the other hand, refers to the way individuals or groups express themselves through language. The relationship between sociolinguistics, language style, and language function are intricate and interconnected. Sociolinguistics investigates how social factors shape language variation and use, including variations in language style and language function. Therefore, this study employs two theories, language style and language function. This approach is based on the complementary nature of these theories in understanding the ways in which language is utilized within a broader context.

## **B. Language Style**

According to Miššíková (2003) language style refers to a person's typical way of communicating, whether through certain words or expressions that appear spontaneously or intentionally. Language style includes verbal expressions that are formed naturally and sometimes unconsciously, while also involving deliberate choice of words and sentence structures to create one's own uniqueness in speaking. This idea is reinforced by Chika (1986) that language style refers to the way individuals use various linguistic elements, both in spoken and written interactions, to convey messages effectively. Linguistic style involves the specific selection of linguistic forms, such as vocabulary, sentence structure, and writing style, with the aim of socially or artistically influencing the communication process.



Wardhaugh (2006) suggests that speakers show variations in speaking style, which are influenced by various factors including specific situations. Speakers have the ability to adopt formal or informal language styles depending on the context at hand. According to Gunawan et al. (2019) the level of formality in speaking style is also influenced by a person's personal characteristics. Factors such as important occasions, social factors, age, and other elements play a role in determining the level of formality of the language used. Therefore, the way a person speaks not only reflects their personality, but also plays a key role in forming social connections through the language and speech styles they choose.

According to Mandell and Kirsznner (1982), on his book entitled *Basic College Writing Second Edition*. These theories include the types and definition of language style. Language styles are divided into four general types, which are explained further below.

### **1. Formal style**

Formal style is used on special occasions that call for dignity and seriousness. It does not use contractions, and it does not shy away from long words. In addition, it strives for absolute grammatical accuracy (Mandell & Kirsznner, 1982).

Formal diction can sound pretentious when it is used in the wrong situation, but when used at the right time, it can be effective. Religious leaders, politicians, and writers use this style when the occasion calls for it:

- *In order to appreciate Eliot's poetry, one must be acquainted with the work of the metaphysical poets.*
- *We are gathered together to join these two people in holy matrimony.*

Funerals, State of the Union addresses, and research papers would sound silly if they were laced with slang and colloquial phrases. So would informally essays and personal letters if they were clogged with large words and "impressive" phrases. Unfortunately, many people (politicians, for example) use long words whenever

they can because they think it sounds more profound or more “educated”. Instead of communicating simply and clearly, they use unnecessarily formal diction (Mandell & Kirsznner, 1982). Whether accidentally or on purpose, they make a lot of noise with little meaning.

Some words seem overly formal in most circumstances. Notice the difference between the following pairs of words.

ill – sick	dine – eat
imble – drink	volume – book
repast – meal	purchase – buy
depart – leave	inebriated – drunk

## 2. Informal Style

This style is best for much college writing. Tests and informal essays and reports can be written this way; however, research papers are usually more formal (Mandell & Kirsznner, 1982). Informal style is halfway between colloquial and formal English, and includes some qualities of each: it has the advantage of sounding something like speech, but having the grammatical precision of formal English. More and more, this level of diction is being used in serious writing. For example: *it is used in this book.*

## 3. Colloquial Style

Like slang, colloquial style is mainly a way of speaking, and when used in writing it gives the impression of speech. Colloquial style is not as radical as slang; it sticks to the standard vocabulary of English. However, it is more relaxed and conversational than formal style. It uses contractions (can’t, don’t, I’ve) and shortened forms of word (ad for advertisement, sub for submarine), and often includes phrases that are not grammatically correct (“It’s me” as opposed to “It is

I”). Colloquial speech also uses “you” as a subject pronoun where more formal style would use “one” (Mandell & Kirszner, 1982).

#### **4. Slang Style**

Slang expressions like “screwed up” or “ripped off” are most often used in speech. Though colourful and highly expressive, slang is too informal to be used in most writing, unless you are quoting someone or using it for some other special reason. To say that Beethoven’s Ninth is “heavy” is like saying it is “great” the word shows how you feel, but says little about the work. Then, too, slang will almost always clash in style with more formal subject matter. It sounds absurd to say:

*After the lecture, the palaeontologists decided to take off for the  
Museum of Natural History.*

Finally, to describe a person as being “mean,” “bad,” “foxy,” or “tough” is fine as long as your readers have an idea what you mean, but you cannot always be sure that your audience will be familiar with the slang expression you use (Mandell & Kirszner, 1982).

### **C. Language Function**

Language is one of the important aspects in the life of all beings. By language, people can make interaction and making communication with others. Janet Holmes (2013), on his book entitled *An Introduction to Sociolinguistics: fourth edition*. This theory classifies the functions of speech into six types, which is explained as follows.

#### **1. Expressive**

Utterances express the speaker’s feelings (Holmes, 2013).

Example: *I’m feeling great today.*

**2. Directive**

Utterances attempt to get someone to do something (Holmes, 2013).

Example: *Clear the table.*

**3. Referential**

Utterances provide information (Holmes, 2013).

Example: *At the third stroke it will be three o'clock precisely.*

**4. Metalinguistics**

Utterances comment on language itself (Holmes, 2013).

Example: *'Hegemony' is not a common word.*

**5. Poetic**

Utterances focus on aesthetic features of language (Holmes, 2013).

Example: A poem, an ear-catching motto, a rhyme, *Petter Piper picked a peck of pickled peppers.*

**6. Phatic**

Utterances express solidarity and empathy with others (Holmes, 2013).

Example: *Hi, how are you, lovely day isn't it!*

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter consists of research design, research instrument, data and data source, data collection and data analysis.

#### **A. Research Design**

Research design is an arrangement and structure designed to answer research questions. In this study, the researcher used a qualitative research methods, which aims to deeply understand the phenomenon of language style and function in food reviews on TikTok. The qualitative approach was chosen because it allows researchers to understand language phenomena from the perspective of speakers and in their social context. Thus, this study analyzes how food reviewers on TikTok choose certain language styles as well as their communication purposes in the social context of the platform.

From these explanations, a qualitative approach is very suitable to be used in this research. This research aimed to find out the language style and language function used by food reviewers Karissa Dumbacher and Doobydobap on TikTok. To begin the analysis, the researcher started by providing an in-depth study through interpretation and elaboration of phenomena related to the topic used. Therefore, this is in accordance with the objectives of qualitative research methodology. In the end, this research used a sociolinguistics approach to analyze the language style and language function used by food reviewers Karissa Dumbacher and Doobydobap on TikTok.

#### **B. Research Instrument**

In this research, the main instrument is the researcher. The researcher made their own efforts to obtained, collected, and analysed this research data. The researcher used TikTok social media as a tool to collect data which can later be proven to be true.

### C. Data and Data source

The data used by the researcher are English sentences and it taken from Karissa Dumbacher's account on TikTok with the account name *@karissaeats* and from Doobydobap's account on TikTok with the name *@doobydobap*. The data taken and selected for research were three videos from all of Karissa Dumbacher's videos and three videos from Doobydobap's account. The first data is a video by Karissa Dumbacher with the 1-minute durations and it was uploaded on March 22, 2023, with the title "*Everything I Ate AT MACDONALD'S In Singapore!*" <https://vt.tiktok.com/ZSNcKv4sm/>. The second data is a one minute video by Doobydobap, uploaded on June 15, 2023, <https://vt.tiktok.com/ZSNgnD4vk/>. The first and second data have similarities between the two food reviewers who both reviewed MC Donald in Singapore. The third data is a video by Karissa Dumbacher, uploaded on April 11, 2023, with the duration is one minute and the title is "*Only Eating AT JOLLIBEE FOR A FULL DAY!*" <https://vt.tiktok.com/ZSNcENQfw/>. The fourth data is a one minute video by Doobydobap and uploaded on May, 14, 2022 with the caption "*I love u @jollibee*" <https://vt.tiktok.com/ZSNcKTdyj/>. The third and fourth data also have similarities, they both review Jollibee Restaurant. The fifth data is a video by Karissa Dumbacher, uploaded on August 15, 2022 with one minute duration. The title is "*Only Eating AT 7/11 For a Full Day*" <https://vt.tiktok.com/ZSNcK3bfc/>. The last data is a one minute video by Doobydobap and it was uploaded on October 10, 2021, <https://vt.tiktok.com/ZSNcKweh2/>. The fifth data and the last data also have similarities, both carried out a review of 7-Eleven but in different places, America, and Korea.

### D. Data Collection

The data in this research was collected through several stages. In the first stage, the researcher watched, listened, and downloaded to three videos from the *@karissaeats*

account and three videos from @doobydobap as the data source in this research. In the second stage, the researcher made a transcript of the video by Dobydobap supported with TikTok subtitles and took a transcript of the video by Karissa Dumbacher in TikTok. The final stage in this research, the researcher given mark to list the data indicated in the four types of language styles and six types of language function.

### **E. Data Analysis**

This research examines the language style and language function used by food reviewers as a promotional strategy on TikTok using Mandell and Kirszner's theory (1982) and Holmes (2013). The researcher started this analysis by identifying the data using language style theories by Mandell and Kirszner (1982) into four language styles and analysing the language functions using Holmes' theory (2013). The second step the researcher categorising the data using Mandell and Kirszner's theory (1982) and Holmes' theory by using two processes. Firstly, the researcher created a column table like the one below:

<b>NO</b>	<b>Utterances</b>	<b>Types of Language Style</b>	<b>Analysis</b>
		Formal Style	
		Informal Style	
		Colloquial Style	
		Slang Style	

<b>NO</b>	<b>Utterances</b>	<b>Types of Language Function</b>	<b>Analysis</b>
		Expressive	
		Directive	
		Referential	
		Metalinguistic	
		Poetic	
		Phatic	

The purpose of creating this column is to make it easier for the researcher to determine what language styles and language functions are used by food reviewers. The

second step in this research is categorized these utterances in more detail using Mandell and Kriszner's theory (1982) of language style and Holmes' (2013) theory of language function. The categorization process is based on the frequency of use by food reviewers, considering variations in language style such as: formal style, informal style, colloquial style, and slang style and language function: expressive, directive referential, metalinguistic, poetic, and phatic. After that the researcher making a comparison of the analysis results of the language style used by food reviewers and the language style used by food reviewers. The last step the researcher making a conclusion from all the analysis data to answer the research questions.



## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter includes finding and discussion, aiming to achieve a deeper understanding of the study. The findings were analysed to answer the research questions. Apart from that, this chapter also discusses data analysis regarding the language style used by food reviewers. The discussion presented aims to explain the analysis of the findings in depth, by constructing a critical theoretical framework.

#### A. FINDINGS

In this part, the object of this research are six videos from food reviewers in TikTok, three videos of Karissa Dumbacher and three videos of Doobydobap. To analyze this object, the researcher used two theories, language style from Mandel & Kirszner (1982) and language function theory from Holmes (2013). Mandel and Krizner divides language style into 4 parts, slang style, colloquial style, formal style, and informal style. Meanwhile, Holmes divides language functions into 6 parts, expressive, directive, referential, metalinguistic, poetic, and phatic. In this study, the researcher explained the use of language styles and language functions used by food reviewers in TikTok videos.

In this research, the analysis is divided into two parts. The first part is an analysis of Karissa's videos and the second part, is an analysis of Doobydobap's videos

##### 1. Karissa's Videos

The researcher found only two kinds of language style on the objects, there are slang style and colloquial style. Meanwhile, for language functions the researcher found expressive, directive, referential, metalinguistic, and poetic. The presentation of the data below is sorted based on a.) analysis of language style, b) analysis of language function,

c.) how language style affects language function. Then, the specific context of the data is explained clearly and in detail.

**Datum 1.1**

*Everything I ate at MC Donald's in Singapore*

Karissa Dumbacher always begins her video reviews with the same tagline: "*Everything I ate at...*". This consistent introduction helps viewers immediately understand the focus of each video, ensuring they know what to expect. Karissa created this tagline to provide each video with a clear and welcoming title, warmly greeting her audience and a defining characteristic of her content. She deliberately uses simple and familiar language in these greetings, making her videos accessible and relatable to a broad audience. As a result, the researcher classifies her monologues as being in a **colloquial style**.

The context of the datum above shows Karissa, as the speaker, explaining that she will eat all the food at McDonald's in Singapore. The language function in the monologue is **referential** because Karissa is providing information to her video viewers that she will eat food from McDonald's in Singapore.

Language style and language function directly influence language function through simplicity and relatability. Karissa uses a colloquial style with a casual, conversational tone to reach a broad audience. This simplicity allows the message to be clearly understood, reinforcing the referential function of her language, which is to provide factual information about the food she ate. Karissa builds rapport with her audience by employing familiar and welcoming language. This

enhances the referential function to strengthen the creator's and viewers' connection.

Karissa uses a colloquial style to create a friendly and relaxed atmosphere. This makes her audience feel like they are having a personal conversation with her. At the same time, she focuses on providing clear and helpful information, which is called the referential function. By combining these approaches, Karissa makes her messages easy to understand. This colloquial style helps her communicate information effectively so that the audience can receive and understand the content more easily.

**Datum 1.2**

*Everyone keeps telling me to come try the Mc Spicy. (a) And then I saw they had Mc Shaker fries, which we don't have in the States. (b) I wanna shake all my fries now. (c) Oh my gosh they were so flavorful like salty and smoky. It So much better than regular fries. (d) And then I dip them in theory thick chili sauce. (e) It's so good. (f)*

At the beginning of the monologue, Karissa explains to the audience that she will be trying the Mc Spicy at McDonald's in Singapore. She decided to do this because many of her followers recommended it. The Mc Spicy, a chicken burger, is one of the most popular items on the menu at McDonald's in Singapore, where it is the chain's top-selling burger. Karissa also mentioned trying Mc Shaker Fries as her second choice. These fries are served in a large bag with a seasoning packet on the side, a unique offering she could not find in the US.

Karissa described the taste of the Mc Shaker Fries to the audience using various expressions. She said they were "*so flavourful*," indicating their deliciousness. She also described the Mc Shaker Fries

as "salty and smoky," attracting the audience to want to try it. Karissa compared the Mc Shaker Fries to regular fries, stating that "*it is so much better than regular fries,*" where "*it*" refers to the Mc Shaker Fries. She concluded with the phrase, "*It's so good,*" emphasizing how much she enjoyed them. Using everyday language and expressions, Karissa made it easy for viewers to understand her enthusiasm, showcasing a **colloquial style** in her video.

In the monologue above, Karissa uses multiple language functions. The first one is a **referential function** in code A. Karissa is trying to share with her audience that she received many suggestions to try the very popular menu item at McDonald's Singapore, Mc Spicy. The second is **referential and metalinguistic** in code b. The purpose of using the referential function here is to share information with the audience that Karissa also ordered the Mc Shaker Fries after ordering the Mc Spicy. Additionally, the monologue contains information that the Mc Shaker Fries are unavailable at McDonald's in the United States.

Aside from the referential function, Karissa also uses the metalinguistic function in the monologue. This is seen in the phrase "*Mc Shaker Fries, which we don't have in the States.*" In this phrase, Karissa comments on '*Mc Shaker,*' saying, "*which we don't have in the States.*" Karissa gave an additional definition of Mc Shaker by explaining that the Mc Shaker menu is unavailable in the United States through her comment. The fourth is a **referential function** in code c. The monologue above conveys that Karissa's Mc Shaker Fries order has arrived, and she was excited to shake the seasoned fries. Based on this

information, the researcher categorizes the monologue under the referential function. The fifth is **expressive and referential functions** in code (d). Karissa uses a referential function to convey how she shares information about the taste of Mc Shaker Fries with the audience. Karissa also uses an expressive function in the datum, as seen in the phrase "*Oh my gosh,*" which shows her surprise at the rich flavor of Mc Shaker Fries, which includes salty and smoky, according to her feeling of surprise. Therefore, in the monologue above, Karissa uses two speech functions: expressive and referential functions.

The sixth is a **referential function** in code (e). The context above explains that Karissa prefers Mc Shaker Fries over regular fries in terms of taste. The word "*it*" in the sentence above refers to Mc Shaker Fries. In this datum, Karissa uses the referential function as a speech function to share information about how Mc Shaker Fries taste better than regular fries. The seventh is a referential function in code (f). The information in the datum indicates that when ordering Mc Shaker Fries at McDonald's Singapore, customers also receive chili sauce as a complement to the fries. Therefore, the datum has a referential function. The last is an expressive function in code (g). The expression "*It's so good*" contains an expressive function. This is because the phrase shows that her food is delicious, expressing her enjoyment.

Karissa uses a colloquial style to create a friendly and close connection with her audience. She also shares detailed information about the Mc Shaker Fries menu from Mc Donald's Singapore, using a style that focuses on providing facts and context. Additionally, Karissa

expresses her feelings about how delicious the Mc Shaker Fries taste, adding an emotional touch to her message. Furthermore, she incorporates explanations to clarify and give extra details about the Mc Shaker Fries menu, highlighting that this particular menu is not available in the United States with a metalinguistics function. She subtly encourages her audience, especially those in the United States, to try this unique and tasty menu item.

**Datum 1.3**

*Anyway, here she is in all of her glory, the double Mc Spicy. (a)*

*So, they make it with chicken thighs. (b)*

*So it's actually like really juicy. (c)*

*And the bun is all buttery and toasted. (d)*

*And it's decently hot. (e)*

*Like it has a lot of flavors. (f)*

*I'd say it definitely lives up to the hype. (g)*

In the monologue, Karissa reviews the Double Mc Spicy that she ordered. She describes the texture and taste of the Double McSpicy using expressions like *"buttery"* and *"toasted"* for the bun, indicating that the bun is perfectly buttered and grilled to perfection. She also describes the chicken thighs as *"really juicy,"* highlighting their succulent texture. When it comes to flavor, Karissa uses the phrase *"a lot of flavors,"* which suggests that the food is delicious. At the end of the monologue, she uses the idiom *"lives up to the hype,"* meaning that the food is as good as advertised and worth trying.

Karissa's monologue uses everyday language that is easy for the audience to understand, making her review accessible. She also incorporates idiomatic expressions to add richness to her language so that this review can be categorized as a colloquial style.

In the monologue above, Karissa uses multiple language functions. The first is the **poetic and referential functions** in code (a).

Karissa uses the pronouns "*she*" and "*her*" to refer to the Mc Spicy, even though Mc Spicy is an inanimate object without gender. However, after using these pronouns, Karissa adds the word "*glory*," a term commonly used in everyday conversation to describe something beautiful, often associated with women. Based on the choice of words Karissa uses, the researcher categorizes the excerpt as having a poetic function because it contains elements of beauty in language. Additionally, Karissa employs a referential function by sharing information with the audience that the signature double Mc Spicy brings a sense of grandeur to anyone who sees it. This shows that the Mc Spicy is highly appetizing and creates a strong desire to eat it immediately.

The second is a **referential function** in code (b). Karissa is sharing specific details about the Mc Spicy burger. She mentions that the burger contains chicken thigh meat, which means she provides factual and precise information about the ingredients used. This information helps the audience understand exactly what is inside the McSpicy, making it clear and informative. Therefore, the researcher categorizes the sentence above into a referential function.

The third is a **referential function** in code (c). Karissa is trying to provide information to the viewers about the texture of the Mc Spicy chicken filling, emphasizing its tenderness. In this case, the referential function means that Karissa is giving factual details about the product to inform the audience. The fourth is a referential function in code (d). Karissa was focused on describing the sensory qualities of the Mc Spicy bun. By using descriptive words like "*buttery*" and "*toasted*," she is

providing precise details about its flavor. This approach falls into the "referential function," where the main goal is to deliver specific information or describe something clearly to the audience.

The fifth is a **referential function** in code (e). Karissa explained that the Mc Spicy she ordered was served hot, which enhanced its flavor and enjoyment. The datum falls into the referential function category because Karissa provides clear information to the audience about the Mc Spicy being served hot, using the phrase "*decently hot*" to indicate that it was still warm when served. The sixth is a referential function in code (f). As the speaker, Karissa shares information with the audience about the flavor of McDonald's signature menu item, Mc Spicy. She described mc Spicy with rich flavor.

The seventh is a **poetic function** in code (g). Karissa uses the idiom "*lives up to the hype*," meaning that the Mc Spicy, which many people recommended, turned out to be as good as or even better than she had expected. This is evident from the idiomatic expression, which adds an aesthetic or artistic element to her communication. The idiom creates a sense of beauty and enhances the audience's perception by describing something that meets or exceeds prior recommendations.

The language style used by Karissa highly influences the function of the language function she uses. Her colloquial style, idiomatic expressions, and clear information make the review relevant and easy to understand for the audience, especially TikTok users who enjoy quick and simple content. In the review, Karissa provides information about the Mc Spicy and uses language that makes the



review interesting. For example, the phrase *"I'd say it lives up to the hype."* (code g) grabs attention because it uses an idiomatic expression, which is part of the poetic function. Additionally, her choice of more artistic words makes the content informative but also entertaining and memorable. Therefore, the connection between Karissa's language style and the language function she uses makes her review engaging content on TikTok.

**Datum 1.4**

*I also saw they had Oreo cheesecake, which was one of my all time favorite desserts, but this one was just okay. (a) It was kind of dry and it didn't have a ton of flavor or like crunch, but that's okay. (b)*

In the monologue above, Karissa continues her review of the menu at McDonald's Singapore, focusing this time on the Oreo cheesecake from the dessert menu. Karissa, who identifies herself as a fan of Oreo cheesecake, expressed disappointment in the taste of McDonald's version. She described it as *"okay,"* indicating it did not meet her expectations. She further explained that the texture was *"kind of dry"* and that the cheesecake lacked flavor and the characteristic crunch she anticipated. Based on these conversational expressions, the researcher categorized the monologue as **colloquial**.

In the monologue above, Karissa uses multiple language functions. In code (a), Karissa uses two language functions: **referential and metalinguistic functions**. According to Holmes, the referential function involves utterances that provide information. In the datum, Karissa informs the audience that McDonald's in Singapore also offers cheesecake. She also mentions that Oreo Cheesecake is one of her favorite desserts. At the end of the sentence, Karissa provides the

information that the Oreo Cheesecake from McDonald's Singapore has a low flavor, which makes her not particularly fond of the menu item. The second language function is metalinguistic. This is evident in the phrase "*Oreo cheesecake, which was one of my all-time favorite desserts.*" In this phrase, Karissa gave an additional definition of the 'Oreo Cheesecake' by explaining that the Oreo Cheesecake is one of her favorite desserts through her comment.

Similar to code (a) and code (b), Karissa uses two language functions: **referential and expressive functions**. Karissa explains why she doesn't favor the Oreo Cheesecake from McDonald's in Singapore. Karissa states that the texture of the Oreo Cheesecake is dry and lacks flavor; as a cheesecake lover, she finds it disappointing. Karissa's information falls under the category of specific and objective information, as she is reviewing the Oreo Cheesecake from McDonald's in Singapore. So, this included a referential function. In the second sentence on that datum, Karissa uses the expressive function. The expressive function in the datum above can be seen in the phrase, "*But that's okay,*" which Karissa uses to refer to the taste of the Oreo Cheesecake. This phrase expresses her feelings, acknowledging the situation that is less than ideal, in this case, the taste of the Oreo Cheesecake.

Karissa uses a colloquial style to make the audience feel closer and connected to her. This style supports using a metalinguistic function, which aims to explain terms or clarify the concept that the Oreo Cheesecake menu is Karissa's favorite dessert menu. In addition, the

colloquial style also supports the use of referential functions because the information conveyed by Karissa regarding the taste and texture of Oreo Cheesecake can be easily understood by the audience. Not only that, in this monologue, Karissa also uses expressive functions because it allows her to convey her feelings of disappointment regarding the Oreo Cheesecake menu that does not meet her expectations naturally and personally, as if speaking directly to the audience. By using these three language functions, the audience can better understand and connect with the content of the review.

**Datum 1.5**

*Because look at this beautiful strawberry pie. It was crispy and warm and full of that gooey sweet strawberry filling. And I bet it's even better with soft serve. Yum.*

Karissa continued her review by sampling a strawberry pie from McDonald's in Singapore. She began her review with the phrase, "*Look at this beautiful strawberry pie,*" highlighting the pie's visually appealing appearance, which she believed could increase the appetite of anyone who saw it. As in her previous reviews, Karissa focused on describing the taste and texture of the food, using expressive and relatable language. For instance, she used the word "*gooey*" to capture the jam-like consistency of the strawberry pie filling. Due to her casual, everyday language, the researcher classified her review style as **colloquial**.

In the monologue above, Karissa uses multiple language functions. In code (a), Karissa uses two language functions: **directive and referential functions**. The Directive function is evident from the beginning of the datum in the phrase, "*Because look at this beautiful Strawberry Pie!*" In this sentence, Karissa uses an imperative statement

and an exclamation mark, indicating her command to the viewers of her video. Karissa asks the audience to shift their attention from the Oreo Cheesecake to another menu item, the Strawberry Pie, which looks very appealing. Therefore, Karissa carries out the directive function of language, where she commands the listeners and expects the viewers to act based on her words.

The second language function is the referential function. In the datum above, Karissa shares information about the Strawberry Pie from McDonald's in Singapore, emphasizing its attractive appearance, as seen in the phrase "*this beautiful Strawberry Pie.*" Karissa also shares information about the texture of the Strawberry Pie, using the words "*it was crispy,*" which means the pie base has a crispy texture, complemented by sweet strawberry sauce and a generous filling. This sentence provides subjective information, referring to a review of the Strawberry Pie, which leads the researcher to categorize it under the referential function. Meanwhile, in the following sentence, Karissa only used one language function, the referential function. Karissa advises that the strawberry pie menu will be more delicious if eaten with soft ice cream. These suggestions can be directed to the restaurant owner to update the display menu or to the audience if they buy to take home. The advice given by Karissa in the monologue above falls into the information category, namely information to add a delicious impression to food, in the context above, namely, strawberry pie, which is served with the addition of soft ice cream. Therefore, the researcher categorized the sentences above into referential functions.

Karissa uses a colloquial style to create a friendly vibe with her audience, making it feel like she is talking to a friend. In the opening sentence, Karissa uses the directive language function in the sentence, "Because look at this beautiful strawberry pie!" Using a colloquial style, this command does not feel forced but rather like an invitation that attracts attention. She also uses a referential function to convey information related to the filling and texture of the strawberry pie. Using a colloquial style, this information feels more realistic, allowing the audience to imagine the taste and texture of the food.

On the other hand, Karissa suggests that the Strawberry Pie is even better when paired with soft serve, using the referential function to share a recommendation. Her suggestion is more than just a description; it is a personal opinion about the best way to enjoy the food. In her review, the audience can feel Karissa's honesty because she uses a colloquial style. This makes her references more convincing. As a result, this casual style is very effective in engaging the audience, helping them understand the information and feel the experience Karissa wants to share in a more relatable way.

**Datum 1.6**

*And then I got their Chicken Mc Crispy. (a) Because I wanted to try it with the curry sauce. (b) And while the chicken was actually really good, the sauce wasn't amazing. (c) It was like so super sweet, but it didn't have a ton of curry flavor. (d)*

In the monologue, Karissa reviews McDonald's crispy chicken menu item, Mc Crispy. She describes Mc Crispy as "really good," highlighting its crispy texture. Next, Karissa tries the curry sauce, which is exclusive to McDonald's Singapore. However, she finds that

combining the chicken with the curry sauce does not taste good. She says "*The sauce wasn't amazing*" and explains that the sauce is too sweet and does not taste like curry. Karissa aims to be very honest in her review: she will say something is delicious if it is, and if it isn't, she'll say that too. She uses colloquial expressions to make her review feel more relatable to her audience. Because of this, her style is categorized as a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a) Karissa uses a **referential function**. Karissa tried a fried chicken dish from McDonald's called Chicken Mc Crispy. She mentioned that McDonald's in Singapore offers a fried chicken menu item called Mc Crispy. The information given by Karissa in the monologue contains subjective information about McDonald's. Therefore, the researcher categorizes the datum under the referential function. Same as in code (a), in code (b) Karissa uses a **referential function**. The context in the sentence is that she wants to try the Mc Crispy menu from McDonald's with the addition of curry sauce. The sentence is included in the referential function category according to Holmes in the theory of language functions. This is because the sentence provides a reason or addition that explains how Karissa wants to do something, in the context above, trying Mc Crispy information with curry sauce. The referential function here aims to convey information clearly and explicitly conveyed by Karissa to the audience.

In code (c) Karissa used a **referential function**. She explains that the sauce used in the Mc Crispy menu is not very tasty and does not

complement the delicious flavour of the chicken. As a result, it does not create a perfect combination. The data above uses a referential function, where the information about the curry sauce's lacklustre taste is conveyed, indicating that it does not pair well with the already flavourful chicken. In code (d) Karissa used a **referential function**. Karissa, as the speaker, attempts to convey subjective information about why she dislikes the taste of the curry sauce. Her reason is that the curry sauce is sweet and lacks any curry flavour, which would ruin the taste of the chicken when combined with the sauce. To express her reasoning, Karissa uses one of the language functions, the referential function, to ensure her message is understood by the audience.

Karissa uses a colloquial style to make the information she shares feel relaxed and approachable for her audience. Even though her tone is laidback, she still delivers the information clearly, fulfilling a referential function. The referential function conveys information related to the Mc Crispy menu from Mc McDonald's, highlighting how it pairs with curry sauce in terms of taste and texture. By using a colloquial style, the referential function becomes easier to convey. Indirectly, this casual language enhances the referential function in Karissa's monologue, making the information more engaging, relevant, and relatable for the audience.

**Datum 1.7**

*But this caramel Oreo Frappuccino was delicious. (a) It was so creamy and sugary. (b)*

Karissa ends the video from McDonald's in Singapore by tasting the caramel oreo frappuccino. Caramel Oreo frappuccino is one of the

beverage menus from McDonald's, and of course, this menu can be found in all McDonald's outlets. The word "*delicious*" expresses how the caramel Oreo frappuccino tastes. Then, Karissa uses the phrases "*so creamy and sugary*" to explain why she likes it, using Karissa's characteristic language when reviewing. The researcher places the monologue in a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a), she uses a **referential function**. Karissa attempts to provide objective information about one of the McDonald's menu items in Singapore: the Caramel Oreo Frappuccino. Karissa explains that the drink has a delicious taste. Therefore, Karissa uses one of the language functions, the referential function, in the data. In code (b), she also uses a **referential function**. Karissa tries to explain to the audience why the Caramel Oreo Frappuccino tastes good. In this data, Karissa's information is that the menu item is very creamy and sugary, resulting in a delicious drink taste.

Karissa uses a colloquial style in her monologue, a casual way of speaking commonly used by food reviewers. Meanwhile, the language function she applies is referential, aimed at providing information. These two elements work together, as the colloquial style enhances the referential function by delivering factual details about the taste of the Caramel Oreo Frappuccino in a relaxed tone. For example, the word "*delicious*" clearly conveys the information in an easy-to-understand way, fulfilling the purpose of the referential function. This colloquial



style makes it easier for the audience to understand the drink's taste description.

**Datum 1.8**

*And that's all for today.*

Karissa always ends her videos with the phrase "*That's all for today*" to tell the audience that she has finished reviewing McDonald's in Singapore. The use of the contraction "*that's*" shows that Karissa always uses everyday language in her videos. Therefore, the researcher put it into **a colloquial style**.

The statement in the monologue above contains information that Karissa has completed trying and reviewing several menu items at McDonald's and informs her viewers that she has ended the McDonald's segment in Singapore. Therefore, the researcher categorizes the statement as belonging to the **referential function**.

In the datum above, Karissa uses a colloquial style to reflect a relaxed and friendly way of communication. However, although this language style is comfortable, the content still serves a referential function, as the statement's primary purpose is to provide information to the audience. The information conveys that the segment has ended, and Karissa has finished reviewing the McDonald's menu in Singapore. This choice of style supports the referential function by making the information easier to understand and accessible to audiences of various age groups and backgrounds.

**Datum 1.9**

*Only eating at Jollibee for a full day.*

Karissa consistently begins her videos with a short phrase or sentence, known as a tagline, to grab the viewer's attention. In the video

referenced, she mentions that she will eat different meals from Jollibee at various times of the day. The words she chooses for her tagline are straightforward and resemble how people usually talk in daily life. This casual and conversational tone helps her connect with her audience, so the researcher describes her style as **colloquial**.

The datum above falls into the category of **referential function** because it contains several pieces of information from Karissa to her viewers. The first information conveyed is that she is at Jollibee, as indicated by the phrase "*at Jollibee.*" The second information is that Karissa will try Jollibee food for a full day. Here, "*full day*" means that she will try the food during breakfast, lunch, and dinner, but not that she will be at Jollibee for 24 hours. The researcher categorizes the datum under the referential function based on this information.

Karissa uses a colloquial style in the monologue above, making her message more manageable for the audience. This style also helps create a friendly and comfortable connection between her and the audience. Additionally, Karissa employs a referential function of language, focusing on delivering information or facts. In this case, the truth is that Karissa plans to try various menus of Jollibee restaurant throughout the day. This information is presented clearly without being too formal or confusing because it uses a colloquial style. Therefore, by using the colloquial style, Karissa conveys information and creates an engaging atmosphere easily accepted by the audience.

**Datum 1.10**

*I don't know why this spicy chicken Joy has been all over my for you page. (a) But I had to get some. It comes with this thick savory gravy. (b) And it's literally the best fast food fried chicken I've ever had. (c) Like it's so crispy and juicy and the gravy adds so much flavor. (d) And my only thing is it could be a little spicier. (e)*

The monologue explains that Karissa wants to try the spicy chicken menu at Jollibee because she often sees it on her "For You Page" (FYP) on TikTok. FYP is a feature on TikTok that shows recommended videos the app thinks you will like. For those unfamiliar with TikTok, this term might need to be clarified. In this context, Karissa mentioned that Jollibee's Spicy Chicken frequently appeared on her TikTok homepage, sparking her interest in trying it.

After tasting the chicken, Karissa described its texture and flavor, which has made it very popular. She used the phrase "thick savory gravy" to describe the sauce as tasty and thick, unlike typical more liquid sauces. Karissa also described the chicken as "crispy" and "juicy," meaning it has a crunchy outer layer while the meat inside stays tender. She even said it was "the best fast food fried chicken I've ever had," indicating that she found it incredibly delicious.

The use of the acronym "FYP" and the contraction "I've" are examples of how Karissa uses casual, everyday language in the monologue, making it easier for the audience to understand. This is why the researcher classifies her speech as **a colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a), Karissa uses an **expressive function** because, at the beginning of the sentence, she expresses her feelings with the phrase "I don't know," conveying her confusion about why one of the Jollibee's

menu items keeps showing up on her TikTok feed. Because of that, Karissa considers this a sign that she should try the menu item. In code (b), Karissa uses a **referential function**. She gives the audience information that she ordered Spicy Chicken Joy, and the dish was served to her with thick sauce and savory sauce as a topping for the chicken. Based on the information provided by Karissa, the researcher categorizes it as a referential function.

In code (c), Karissa uses an **expressive function**. She tried the Spicy Chicken Joy menu. Karissa described it as the tastiest fast food she has ever eaten. The datum contains the speaker's expression. The words "*literally*" and "*best fast food*" are meant to convey a strong positive emotion and emphasize how much Karissa enjoyed the Spicy Chicken Joy menu. The phrase "I've ever had" further strengthens Karissa's expression as the speaker regarding the Spicy Chicken Joy menu as the best fast food she has ever eaten. In code (d), Karissa uses a **referential function** because she provides several pieces of information about why she enjoys Spicy Chicken Joy. This includes the information that the menu item has a crispy texture on the outside but is juicy on the inside. Another piece of information is that the sauce enhances the delightful texture, which adds to the overall flavor. This information is categorized as objective and specific to one menu item at Jollibee. Therefore, the researcher has classified this category under the referential function.

In code (e), Karissa also uses a **referential function**. She shares her experience after tasting Jollibee's Spicy Chicken Joy. She expressed

that the menu item needed to live up to its name, as she found it less spicy than expected. Karissa anticipated a much more pungent flavor based on '*Spicy Chicken Joy*,' but her experience suggests otherwise. This comment indirectly conveys that the level of spiciness is mild, offering a descriptive insight into the dish. Consequently, the researcher categorizes this statement under the referential function, as it provides information about the spiciness level of the menu item.

Karissa uses a colloquial style to make her monologue feel like a casual conversation with the audience, making it more relatable. The use of relaxed and familiar language also creates a light interaction, making the information easier to understand. For example, in code (b), which uses a referential function, she shares factual information about the Spicy Chicken Joy. The phrase "*thick savory gravy*" is a simple way to present facts while keeping the colloquial style. Karissa also uses an expressive function, as seen in the phrase "*literally best fast food*," which conveys her feelings about how delicious Spicy Chicken Joy is, using everyday conversational language. In conclusion, her use of colloquial style makes the monologue more engaging and lively and effectively supports the delivery of different language functions in the analysis.

**Datum 1.11**

*And then you gotta mix up the palabok to get all the flavors in that pork and shrimp sauce. (a) And the rice noodles are so soft, they just melt in your mouth and it's salty in the best way. (b)*

In the monologue above, Karissa continues her review of the menu at Jollibee, focusing on *Palabok*. *Palabok* is a traditional Filipino dish made from cornstarch noodles. It is served with a flavorful sauce

and includes minced pork. Since Jollibee is a fast-food restaurant from the Philippines, *Palabok* is one of the dishes on their menu. Karissa describes the texture of the noodles as "*so soft*" and adds that they "*just melt in your mouth*," emphasizing how tender the noodles are. In this monologue, Karissa is trying to explain the taste of *Palabok* to her audience, most of whom are not Filipino, so they can understand what *Palabok* is and how it tastes, helping them decide if they would like it. To make her explanation clear and relatable, Karissa uses informal language, like "*gotta*," a casual way of saying "*have got to*," which makes her speech sound more natural and approachable. Because of this informal tone, the researcher categorized the monologue as **colloquial**.

In the monologue above, Karissa uses multiple language functions. The first is in code (a), where she uses a directive function. Karissa attempts to create an interactive atmosphere between herself and her audience, fostering a sense of familiarity. This interaction is evident in the phrase, "*You gotta mix up the palabok*." According to Holmes, this phrase falls under the category of **directive function** because it contains a command issued by Karissa, the speaker, to the viewers. The context is that if the viewers try the dish, they should mix it to enhance its flavor. This approach makes the viewers feel more involved in the video. The second one is in code (b), Karissa uses a referential function. She reviews the Palabok menu in her style. The sentence includes information Karissa shares with the audience about the Palabok at Jollibee. The first piece of information is that the base ingredient of palabok is rice noodles.

Furthermore, Karissa notes that the texture of the rice noodles is so soft that they melt in the mouth. She also mentions that the dish is seasoned with salt, which suits her taste perfectly. Based on the information provided, the researcher categorizes this datum under the **referential function**, according to Holmes.

Karissa uses a colloquial style to create a friendly and relaxed atmosphere between her and the audience. The relaxed style of language and the choice of direct sentences make it easier for the directive function to be realized because the audience feels comfortable with Karissa's delivery method. For example, the phrase "*you gotta mix up the palabok*" this command shows that Karissa not only describes the food but also gives advice on the best way to enjoy it by using direct commands that are interactive. In addition, Karissa also uses the referential function by providing a more transparent and fascinating picture of the Palabok dish so that the audience can understand the information better. This combination makes delivering information more effective, so the audience can easily understand the content.

**Datum 1.12**

*And of course, you gotta get the spaghetti (a). And if sweet cheesy hot dog spaghetti doesn't sound good to you, you just have to try it. (b) There's something magical about the sugary sauce with the savory meat. (c) And the cheesy noodles, it's so good okay. (d)*

In the monologue above, Karissa reviews another dish from Jollibee, specifically the spaghetti. Spaghetti is a common item found in many fast-food restaurants, but in this monologue, Karissa tries to describe it uniquely so it doesn't just seem like ordinary spaghetti. The phrase "*there's something magical about the sugary sauce*" is meant to make the audience excited to try the dish. The word "*magical*" usually

refers to something with a special, enchanting quality. In this context, Karissa uses the word "*magical*" to emphasize how incredibly delicious the spaghetti sauce is. In addition, in the monologue above, Karissa also uses the construction "*gotta*" standing for "*got to*", "*doesn't*" short for "*does not*" and "*there's*" for "*there is*". Therefore, the researcher categorizes this language as **a colloquial style**, meaning it is more informal and conversational.

In the monologue above, Karissa uses multiple language functions. The first is in code (a), Karissa is trying another item from Jollibee's menu, specifically the spaghetti. The statement above contains a directive function, where at the beginning of the sentence, Karissa uses the phrase "*You gotta get the spaghetti.*" Here, "*you*" refers to the viewers of her video. The meaning of this phrase is that if the viewers eat at Jollibee, they should try the spaghetti on the menu. This sentence falls into the **directive function** category because it includes a suggestion from Karissa the speaker, to the audience to take a certain action. The second is in code (b), Karissa is trying to persuade the audience to at least try a small portion of the sweet cheesy hot dog spaghetti, even if they don't like it. The datum contains instructions from Karissa to the audience to try the spaghetti dish, even if just a little. This category falls under **the directive function**.

The third is in code (c), where Karissa explains why her viewers should try Jollibee's spaghetti, even if they do not like sweet cheesy hot dog spaghetti. The sentence provides reasons why viewers should try the spaghetti because there is something '*magical*' about the combination of



the sweet sauce with savoury meat, which creates an extraordinary flavour. The sentence directly informs that the spaghetti menu is very delicious. Therefore, the researcher categorizes it as a **referential function** because it contains information conveyed by Karissa. The fourth is in code (d), the sentence continues to discuss spaghetti, focusing on cheese pasta within the spaghetti. The statement contains an **expressive function**, as seen in the phrase *"it's so good,"* where *"good"* serves as an adjective to convey a positive feeling and the use of *"so"* as an adverb intensifies the expression.

Karissa uses a colloquial language style to create a relaxed and intimate impression between her and the audience. This style is certainly suitable for the TikTok audience, where a more informal relationship with the audience helps build closeness and connectedness. The use of this familiar and relaxed language supports the directive function in codes (a) and (b), where Karissa advises the audience. In code (a) Karissa gives advice that feels like an encouragement to try spaghetti without being pushy. In addition, this language style also strengthens the referential function, where Karissa provides descriptive information that clarifies the uniqueness of the taste of food to the audience so that it can indirectly attract the audience's attention. Karissa also uses expressive functions delivered using colloquial language style, such as in the phrase *"It's so good okay"* This phrase shows Karissa's emotional reaction to the taste of spaghetti. This can certainly build audience trust in her review because it conveys real and passionate experiences. Thus, it can be concluded that the colloquial language style here not only reinforces

the message but also ensures that the message is appropriate to the context and audience.

**Datum 1.13**

*And then I had to start with the peach mango pie, because it's so good. (a) It's like juicy and the filling is like super sweet really warm and mangoy and it's perfectly crispy. (b) I could eat 5 of them. (c)*

The context of the monologue above is that Karissa tasted another menu from Jollibee, Peach Mango Pie. Karissa tries to explain how the food tastes by using intensifiers, she uses words like "*so good*", "*super sweet*" and "*perfectly crispy*" to emphasize enthusiasm for the audience with her personal opinion. Apart from that, in the monologue, Karissa also uses clear sensory language to describe the texture of Peach Mango Pie, the use of the words "*juicy*", "*crispy*" and "*really warm*" can help create a clear image for the audience by evoking a sensory response. In her review, Karissa uses a straightforward sentence structure and repetition of words, which shows natural speech patterns that are commonly found in everyday conversation. Therefore, the researcher categorizes them into **a colloquial style**.

In the monologue above, Karissa uses multiple language functions. The first sentence is in code (a), in code (a) there are two language functions. The first one is **referential**, as Karissa informs the audience that she is starting to try another Jollibee menu item, which is the peach mango pie. The second one is **expressive function**. This is evident from the phrase "*it's so good*," where '*it*' refers to the peach mango pie. This phrase expresses Karissa's feelings about the taste of the peach mango pie, with '*good*' acting as an adjective typically used to

express feelings, and 'so' used at the beginning as an adverb to intensify the adjective.

The second sentence is in code (b), there is only one language function in code b, which is **the referential function**. Karissa, as a reviewer, shares information about the peach mango pie's flavour. The information provided is that the peach mango pie has a very crispy base, an abundant filling with a sweet taste, and a strong mango flavour. The third sentence is in code (c), there is only one language function in code (c), which is **the referential function**. In the context of the sentence, Karissa enjoys the taste of the Peach Mango Pie from Jollibee so much that she exaggerates by saying she could eat 5 Peach Mango Pies at once. The information Karissa provides in this datum is that the Peach Mango Pie is so delicious that she could eat 5 of them at once.

Karissa uses a colloquial style to create a familiar and informal atmosphere, thus allowing the audience to feel like talking to a friend. In addition, the use of simple words and easy-to-understand sentence structures make it easier for the audience to follow Karissa's reviews. The use of this colloquial style supports the use of expressive functions, such as in the phrase "*it's so good,*" the expressive function here is reinforced by a personal and emotional language style that makes the audience more able to feel Karissa's enthusiasm. Karissa also uses a referential function to provide detailed and structured information, starting from introducing the product, describing the texture and taste, to providing a clear conclusion. This referential function becomes more effective because it is supported by an interesting language style.

Therefore, the use of a colloquial style helps to create a more lively and interesting atmosphere but also strengthens the referential and expressive language functions, so that the message can be conveyed more effectively.

**Datum 1. 14**

*And then I came back later to try the burger steak, which is smothered in this buttery mushroom gravy. (a) And I wasn't expecting the burger to be so soft and tender and rich. (b) It was actually incredible. (c)*

Karissa continues her review of the Jollibee fast food restaurant. On this occasion, Karissa tried Jollibee's Steak Burger. Unlike the usual Steak Burger, this Steak Burger from Jollibee is typically smothered in butter mushroom sauce. This certainly makes the audience interested in trying it. The phrase "*so soft and tender and rich*" is a sensory detail from Karissa to describe the texture and taste of the Steak Burger. Overall, in the monologue, Karissa used a relaxed and casual tone, as if Karissa was speaking directly to the audience. Therefore, the researcher put it into **a colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a) and code (b) she is using a referential function. The context of the first sentence is Karissa provides her review of Jollibee's burger steak. Her review includes objective information about the burger steak, such as highlighting that it differs from burger steaks at other fast-food restaurants. Notably, this burger steak is served with a mushroom butter sauce. Based on this information, the researcher categorizes it under the **referential function**.

Meanwhile, in code (b) Karissa explains that she did not have high expectations for the steak burger. She noted that the steak burger

from Jollibee is very different from those from other restaurants. Specifically, the burger features soft and tender meat, and the combination of spices in the burger creates a rich flavour. As a result, it tastes delicious. Based on the information provided by Karissa in the above datum, the researcher categorizes it as a **referential function**. The next language function is the expressive function contained in the sentence in code (c). The context in the sentence explains that Karissa likes the delicious combination of flavours from steak burgers. So, she felt that this was very extraordinary. The expression of disbelief mixed with admiration that Karissa said in the datum above refers to a very delicious steak burger.

Karissa uses a colloquial style to create a relaxed atmosphere as if she is talking directly to the audience. Phrases like “*so soft and tender and rich*” show spontaneity, making the audience feel more connected to Karissa's personal experience. The colloquial style here also supports the referential function by providing more concrete and sensory descriptions, but with a style that is still interesting for the listener. Not only that, Karissa also uses expressive functions, as in the phrase “*it was incredible*” emphasizing Karissa's reaction to the steak burger menu using a colloquial style that is easy to understand. The use of colloquial style and these two language functions helps Karissa to deliver a message that is informative and emotionally appealing, making the audience interested in trying the steak burger.

**Datum 1.15**

*And the adobo rice with the mushroom gravy. Game changer. (a) It goes so well with the garlicky pork. (b)*

In the context above, Karissa tried Adobo rice, a popular Filipino dish where rice is mixed with Adobo. Adobo is a dish made from pork cooked with garlic and other seasonings. In this monologue, Karissa maintains a casual speaking style, expressing her personal opinion about Adobo rice. For example, when she says "*It goes so well,*" it shows that she enjoys the dish. Karissa also uses the idiom "*game changer*" to describe something that greatly changes someone's perspective. Here, she means that Adobo rice significantly enhances the overall dining experience. Thus, the researcher classifies the monologue as being in a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a) she is using **referential and poetic functions**. The first is the referential function. The information conveyed by Karissa in the video is that she tried the adobo rice menu from Jollibee. The second piece of information is that Karissa explains implicitly that the menu is very delicious by using the phrase "*I could eat 5 of them*". The second language function is the poetic function. Where in the datum above Karissa uses the idiom "*game changer*" to describe how extraordinary and delicious the adobo rice menu mixed with mushrooms is, changing Karissa's experience of eating adobo rice. Meanwhile, in code (b) Karissa uses an **expressive function**. The context of the sentence is that Karissa enjoyed Jollibee's Adobo Rice menu combined with garlicky pork. Karissa expresses her assessment as well as her personal feelings about the combination of Adobo Rice and garlicky pork which is very

suitable. In this case, Karissa's expression reflects her subjective view or personal taste regarding the food combination.

Karissa uses a colloquial style to create closeness between her and the audience, making the content feel more personal and relatable. This informal language style influences the language functions present in her monologue, allowing her to communicate more naturally and effectively. The relaxed tones allow Karissa to express her feelings about food in a more personalized and understandable way. For example, in code (a), she employs the referential function in the phrase *“It goes so well with the garlicky pork,”* which conveys information that the popular Adobe rice menu at Jollibee has a very suitable flavour combination.

Furthermore, Karissa enhances her description by using the idiom *“game changer”* which serves to add aesthetic value and highlight how the Adobe rice menu can change Karissa's eating experience, giving a strong impression. In addition, Karissa transitions to the expressive function in the sentence *“it goes so well”* to show her very positive personal assessment of the combination of Adobo rice and garlic-flavoured pork. This not only reflects her enjoyment but also her satisfaction with the dish. Overall, Karissa's colloquial style influences the use of various language functions allowing her to convey information, express judgment, and create an easily accessible and enjoyable experience for the audience.

**Datum 1.16**

*And I got the spicy chicken deluxe sandwich. (a) They give you the thickest piece of chicken, which is so crunchy, not quite as juicy as the chicken joy. (b) And the bun was a little dry, but the Sriracha Mayo was delicious. (c)*

In the monologue, Karissa reviews the Spicy Chicken Deluxe Sandwich from Jollibee. She uses sensory language to describe the food in detail. For example, she says the chicken is "*so crunchy*" to describe its texture and compares it to Jollibee's Chicken Joy, noting it's "*not quite as juicy*." She also mentions that the bun is "*dry*," giving us another sensory detail about the sandwich. Through this monologue, it's clear that Karissa didn't enjoy the Spicy Chicken Deluxe Sandwich. However, she expresses her thoughts politely and gently, without being too harsh. Her relaxed and informal tone gives the monologue a casual, conversational style. Therefore the researcher categorizes it as a **colloquial style**.

In the monologue above, Karissa uses multiple referential functions. In code (a) Karissa is trying another menu of Jollibee, which is the Spicy Chicken Deluxe Sandwich. The data above contains information conveyed by Karissa, that Jollibee has a Spicy Chicken Deluxe Sandwich menu, so Karissa will try it. This information contains the fact that at Jollibee there is a Spicy Chicken Deluxe Sandwich menu. Therefore, the researcher categorizes the datum above into **referential functions**. The context of the sentence in code (b) contains information related to the filling of the spicy chicken deluxe sandwich. Where the filling uses thick pieces of chicken meat and is fried perfectly so that it produces a crunchy texture but not too juicy. The information provided by Karissa regarding the spicy chicken deluxe sandwich is included in the referential function category. In code (c) Karissa conveyed subjective information regarding the spicy chicken deluxe sandwich to



the audience, that the menu has a base, namely a bun that is a little dry, but this is not a problem because the sauce in the form of Sriracha Mayo in the sandwich is very delicious. Based on the information provided by Karissa in the datum above, the researcher categorized the sentence into **referential functions**.

Karissa uses a colloquial style in her monologue. This style makes the conversation feel familiar and helps the audience to understand the message more easily. The colloquial style makes it easier to convey the referential function while keeping the conversation light and easy to understand, even when she gives negative feedback about the Spicy Chicken Deluxe Sandwich. As in the phrase “*And the bun was a little dry*” by using a colloquial style this reduces the impression of sharp criticism, so it still seems polite and not too harsh. Thus, the language style used by Karissa not only strengthens the referential function but also makes the review feel interesting and easy for the audience to understand.

**Datum 1.17**

*And the coconut pineapple pie was chunky. (a) It had these big pieces of coconut and the pineapple was super sweet. (b) I still think I prefer the mango. (c)*

In the context of the monologue above, Karissa tastes the coconut pineapple pie from Jollibee. She uses the word '*chunky*' to describe the pie's large pieces, which were not what she had expected. The additional information about the pie's contents provides the audience with a more detailed understanding of the food she is reviewing. Karissa also describes the pie as '*super sweet*,' conveying its flavour. By using everyday language, Karissa effectively communicates

her review to the audience. Therefore, the researcher classifies the monologue as belonging to the **colloquial style** category.

In the monologue above, Karissa uses multiple language styles. The first one is on code (a) which contains information conveyed by Karissa to her audience that at the Jollibee restaurant, there is a coconut pineapple pie menu and it is served in a very large form. Based on the information conveyed by Karissa in the datum above, the researcher placed it into a **referential function**. The second one is on code (b), which tells that Karissa is reviewing the coconut pineapple pie menu from Jollibee. Karissa said the coconut pineapple pie menu was served with large pieces of coconut and covered with a very sweet pineapple taste. The information conveyed by Karissa in the datum above falls into the category of subjective information, regarding coconut pineapple pie. So, the researcher places it in the **referential function** category. The third one is on code (c), where Karissa compared the taste of coconut pineapple pie with mango pie. The sentence contains information that Karissa conveyed to the audience, that she prefers Jollibee's mango pie menu compared to coconut pineapple pie. So, the researcher categorizes it into **referential functions**.

Karissa uses a colloquial language style which is an everyday language style that is relaxed and easy to understand. Seen in the phrases “*super sweet*” and “*chunky*” are commonly used in daily conversations, making her message clear and relatable, especially for people unfamiliar with formal food reviews. This colloquial style also helps convey descriptive information straightforwardly and interestingly, thus

supporting the use of referential functions because the audience gets a clear description of the food being reviewed.

**Datum 1.18**

*And I've never tried their fries before. (a) They definitely give McDonald's like nice and salty. (b)*

In the context of the monologue above, Karissa concluded her review of Jollibee by trying the French fries. French fries are a common menu item at many fast-food restaurants. Just like Jollibee, which offers fries, Karissa aims to share her review of Jollibee's fries in a relaxed and casual manner, as evidenced by her use of "I've" instead of "I have" at the beginning of the sentence. Karissa also employs everyday language, such as the word "like" in the phrase "give McDonald's like nice and salty," which is indicative of spontaneous speech. Consequently, the researcher categorizes this style as **colloquial**.

In the monologue above, Karissa using two of referential functions. The first one is on code (a), the sentence contains information that Karissa has never eaten French Fries from Jollibee. Apart from that, the information obtained is that at the Jollibee restaurant there is a French Fries menu. Based on the information presented, the researcher placed the datum above in the **referential function** category. The second one is on code (b), Karissa provides various information in the review. Among them, information that at the Jollibee restaurant there is a French Fries menu which has a taste that is almost the same as the taste of French Fries from McDonald's, the taste is savoury and delicious. The information is classified as objective information where Karissa as a speaker and reviewer gives her opinion about French fries from Jollibee. Therefore, the researcher categorizes them into **referential function**.

Karissa uses colloquial style in order to create a more informal and relaxed atmosphere that makes it easier for the audience to receive the information conveyed because it is relaxed and sounds natural. As in code (a) where Karissa provides information that she has never tried fries from Jollibee before in a colloquial style. By providing this information, Karissa uses the referential function to convey her personal experience. This style supports the referential function because it conveys information in a more relatable way, helping the audience feel like they are hearing a direct conversation from a friend rather than a review that is too stiff and formal. Thus, the combination of colloquial style and referential function helps Karissa achieve the purpose of her content, which is to convey information effectively to her audience.

**Datum 1.19**

*Only eating at 7/11 for a full day.*

In the context above, Karissa starts her video with the tagline, "*Only eating at 7/11 for a full day.*" 7/11 is a convenience store that is open 24 hours. These stores are located in various parts of the world, including the United States. In this video, Karissa aims to try different foods and drinks available **at 7/11** in the United States. Karissa uses simple everyday language in the tagline to ensure it is easy for the audience to understand. Therefore, the researcher categorized it as **a colloquial style.**

The datum above is included in the **referential function** category because Karissa provides information related to the video and opens it. The information is that Karissa is reviewing several food and drink menus at the convenience store, 7-Eleven.

In the datum above, Karissa uses a colloquial style. This happens because Karissa wants to create a familiar atmosphere with her audience. In addition, Karissa uses the colloquial style to ensure that the audience quickly understands the message she wants to convey. The referential function is related to the delivery of information. In this case, the language style used provides information about the content of the video to be reviewed, namely the various foods and drinks at 7/11. By using a language style that is familiar and easy to understand, Karissa makes it easier for the audience to immediately understand the essence of the video to be watched without difficulty in understanding the message conveyed.

**Datum 1.20**

*For breakfast I got the sausage biscuit that you microwave for 30 seconds.(a) And it smelled really buttery. (b) It was pretty fluffy too but it definitely could have used like some cheese or an egg or just something to add a little flavor. (c)*

In the context of the monologue above, Karissa starts the day with a breakfast of sausage biscuits from 7/11. She tries to explain the taste and texture of sausage biscuits using simple, general, and easy-to-understand language, such as "*breakfast*," "*buttery*," and "*fluffy*." Karissa uses everyday language in her monologue to create a sense of familiarity with her audience, as seen in expressions like "*could have used like some cheese or an egg*." By choosing short sentences, Karissa's narrative sounds more natural and less formal, so the researcher categorizes it as a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. The first one is in code (a); the sentence states that Karissa starts her morning by eating breakfast with sausage biscuits from 7-

Eleven. This sentence also contains information that 7-Eleven provides a sausage biscuit menu and is available in the morning. The researcher categorized some of the information conveyed in the datum into **referential functions**. The second one is on code (b), explaining that Karissa's breakfast has a powerful buttery smell. This information is classified as descriptive information, describing the characteristics of sausage biscuits, in this case, the smell that resembles butter. According to Holmes, conveying information can be categorized into the referential function in the speech theory of function. Therefore, the researcher categorizes the datum above into **referential functions**. The third one is **the referential function** on code (c), which contains information related to sausage biscuits. This information is that sausage biscuits have a plump texture. The second piece of information contains advice Karissa gave 7-Eleven to add cheese or eggs to the sausage biscuit for a slightly stronger taste.

Karissa uses a colloquial style to create a communication that is more relaxed, informal, and easy to understand. For example, in code (a), the language is simple and straightforward, making it easy for listeners to grasp the information. In the monologue above, Karissa also conveys information directly: "*sausage biscuits*" from 7-Eleven that are heating in the microwave. The information falls into the category of referential function because Karissa, as the speaker, conveys objective information about her activities. Using this colloquial style makes her narrative feel natural, easy to follow, and engaging, helping to connect better with her audience.

**Datum 1.21**

*And look at this bakery selection, like they had a lot of options. (a) I got this blueberry cake donut that had this really thick glaze. (b) And it was actually really moist. (c) It could have had a stronger blueberry flavor though. (d)*

In the context above, Karissa tried the bakery section at 7-Eleven by buying a blueberry cake donut. In her review, she uses several words such as *"like," "really," and "actually,"* which are casual phrases commonly used to emphasize an object or situation. Additionally, Karissa employs informal sentences with relaxed grammar and structure, such as *"I got this blueberry cake donut"* and *"Look at this bakery selection,"* to create a sense of closeness with her audience. Therefore, the researcher categorizes it as a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. The first one is on code (a), a **directive function**. As seen in the phrase *"Look at this bakery selection,"* this sentence contains a command or invitation to look at the bread selection at the bakery selection at 7-Eleven. Command sentences often do not use the subject *"you,"* but in this sentence, it can be interpreted that those who invited Karissa to see the bakery selection at 7-Eleven were the viewers of the video. The second is on code (b), which contains information that 7-Eleven has a Blueberry Cake Donut menu with additional information that the donut menu is coated with very thick sugar. The researcher finally embedded the datum into a **referential function from this information**.

The third one is on code (c), classified as a referential function. Because it contains information that the dough from Blueberry Cake Donut has a very moist dough frequency, this information was obtained

after Karissa ate it. So, this information is information that contains facts. The fourth is on code (d), which includes suggestions or can be categorized as additional personal information from the speaker, namely Karissa, regarding 7-Eleven as a manufacturer of Blueberry Cake Donuts; the suggestion is that they add a little blueberry flavor to the food so that the blueberry flavor can feel a little stronger. Based on this additional information, the researcher categorized it into **referential functions**.

Karissa uses a colloquial style to create a more personal and intimate relationship with the audience. This colloquial style influences the directive and referential language functions. For example, the directive function in "Look at this bakery selection" directs or invites the audience to pay attention to the bread selection at 7-Eleven. However, with relaxed language, it does not seem like a force. In addition, there is also a referential function that uses a colloquial style and contains information about blueberry cake donuts coated with thick and moist glaze, adding details of Karissa's experience as a food reviewer. The colloquial style in the datum above strengthens Karissa's message to convey to the audience that the information is more readily accepted.

**Datum 1.22**

*And oh my gosh they had this peanut butter and jelly cappuccino that literally tasted like a pb&j. (a) Like it was so sweet and nutty and like creamy. (b) I don't know I kind of loved it. (c)*

In the context of the monologue above, Karissa tried peanut butter and jelly from 7/11. She described the taste of the peanut butter and jelly cappuccino using sensory language, such as the words "sweet," "nutty," and "creamy." The audience can easily understand what Karissa



is describing using this sensory language. Additionally, Karissa employs everyday language, such as "*Oh my gosh*," expressing surprise or admiration. Furthermore, she uses the informal contraction "*don't*" instead of "do not," which contributes to the casual tone of the delivery. Consequently, the researcher categorizes this as a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. In code (a), the sentence contains two speech functions: **an expressive function and a referential function**. The expressive function is shown at the beginning of the sentence, in the phrase "*oh my gosh*"; this phrase is often used to express surprise, admiration, and joy in a particular situation. In this datum, Karissa uses the phrase "oh my gosh" as a form of Karissa's surprise at 7-Eleven because they provide a Peanut Butter and Jelly Cappuccino menu. Meanwhile, the second speech of function is the referential function. In the data above, Karissa conveyed some information via video, including that 7-Eleven provides Peanut Butter and Jelly Cappuccino menus. The second piece of information is that Karissa said that the taste of peanut butter and cappuccino jelly from 7-Eleven is the same as that of Pb&J. In code (b), Karissa only uses a **referential function**. It contains information about the Peanut Butter and Cappuccino Jelly menu from 7-Eleven, which Karissa conveyed to her audience. This information is in the form of a review that the menu has a sweet taste, has a touch of nuts, and has a creamy taste.

Meanwhile, code (c) shows Karissa's feelings as a speaker, such as liking peanut butter and jelly cappuccino drinks. The datum above

reveals Karissa's mixed or ambiguous feelings about the menu, but Karissa admits that other flavors make her like the menu. The expressions in the data above are emotional because they reflect Karissa's response to the peanut butter and jelly cappuccino. Hence, the researcher places the datum above into the **expressive function** category.

Karissa uses a colloquial style to create a relaxed and informal atmosphere. This language style helps convey the message more familiarly so that the audience feels more connected to Karissa. As in the phrases "*sweet*," "*nutty*," and "*creamy*" to describe the flavor of the drink. Because this is an example of a referential function, as it provides clear, descriptive information, this choice of words makes it easier for the audience to imagine the drink's taste. Another example is the phrase "*Oh my gosh*," which shows an expressive function because it expresses surprise at the availability of peanut butter drinks at 7-Eleven, making Karissa's review feel more personal and emotional. Overall, the colloquial style helps convey information and creates an emotional connection with the audience, making the descriptions more relatable.

**Datum 1.23**

*And I went back for lunch.*

The context of the monologue illustrates that after enjoying various breakfast options at 7/11, Karissa returned home to do other activities or rest. When lunchtime arrived, she returned to 7/11 to sample various lunch menus, per her tagline, "*Only eating 7/11 for a full day.*" The sentence uses correct grammatical structure and the conjunction "*and*" to continue Karissa's previous monologue. The subject "*I*" refers

to Karissa, who acted. The verb "returned" describes her action of going back to 7/11. The phrase "*for lunch*" provides information about the purpose of her visit. This structure, standard in everyday language, creates a sense of familiarity or friendliness and is therefore used in a **colloquial style**.

The datum above contains information that Karissa returns to 7-Eleven at noon for lunch; in other words, she is not at 7-Eleven for the full 24 hours but only goes there for breakfast, lunch, and dinner. The information provided in the datum falls into the **referential function** category.

The language style used by Karissa in the monologue above is colloquial. This style contains simple and common structures, such as the phrase "*for lunch*," which makes the audience feel familiar because it reflects language often used in casual or informal situations. In addition, the simple language style also makes the information readily accepted by the audience without needing complex interpretations. This helps to convey information (referential function) more effectively and interestingly.

**Datum 1.24**

*And the only pizza they had was this leftover breakfast pizza from the morning. (a) And it was just so doughy. (b) The sausage was nice and savory but the cheese just kind of tasted old. (c)*

In the context of the monologue above, Karissa tastes Pizza from 7-Eleven. She explained that the Pizza was the same one she had encountered earlier that morning, indicating that 7-Eleven did not offer a special menu for lunch. Karissa tried to describe the taste and texture, noting that "*so doughy*" refers to the crust's texture. This means the crust

is too thick or undercooked, with a texture more like raw dough than a fully baked, crispy pizza crust. Karissa uses contrast words like "*but*" in her monologue to highlight differences between elements, such as sauce and cheese, which is common in casual evaluations or comparisons. The use of relaxed or casual language is a characteristic of the **colloquial style**, which the researcher categorizes accordingly.

In the monologue above, Karissa uses multiple language functions. The sentence in code (a) contains information that at 7-Eleven, there is a Pizza menu. Apart from that, Karissa also said that 7-Eleven does not have a special menu for lunch because the Pizza menu is the same as the Pizza she encountered in the morning. Based on the information provided by Karissa in the datum above, the researcher categorized the datum into the **referential function** category. Meanwhile, code (b) contains information about the quality of Pizza from 7-Eleven. This sentence shows that Karissa is giving an assessment or comment about Pizza. The word "doughy" describes the texture of pizza dough, which is soft or undercooked, so it can be concluded that the Pizza is not delicious because it is too soft. Overall, the data above provides an overview of Karissa's subjective experience as a reviewer regarding the Pizza menu from 7-Eleven. So, the researcher categorizes the sentence above into **a referential function**. Identical to codes a and b, code c contains information about the Pizza Karissa bought from 7-Eleven. The Pizza was covered in delicious sausage topping and then added with a layer of cheese, which had a rancid taste because maybe it had been too old. This information leads to subjective information where

Karissa, as a reviewer, expresses her personal opinion on the food. Therefore, the researcher categorizes them into **referential functions**.

Karissa uses a colloquial style in her monologue, which helps to convey information. For example, she explains that there is Pizza at 7-Eleven (code a), which is a referential function because it conveys a fact. With a casual language style, the listener can more easily understand this information. In addition, Karissa also gave her opinion about the quality of the Pizza, such as the sausage topping being good but the cheese being stale. Although this opinion is personal, it still includes a referential function based on her observations. In conclusion, the casual language style helps Karissa convey her experiences and views in an informative way, supporting the referential function of conveying facts or descriptions.

**Datum 1.25**

*They had these cookies that looked kind of fire though. (a) So, I got this caramel one and it was so chewy and sweet. (b) It had this nice sugary caramel flavor. It was like actually delicious. (c)*

Karissa tried a new menu item from 7-Eleven in this monologue: cookies. At first, Karissa was hesitant to try the cookies, but after tasting them, she had a different impression. The phrase "*so chewy and sweet*" describes the texture and taste of the cookies. In the end, Karissa remarked that they were "*actually delicious*," using a casual phrase to emphasize how much she enjoyed them.

At the beginning of the monologue, Karissa says, "*Kind of fire though*," a contemporary slang phrase popular in online and social media contexts. It means something is unexpectedly impressive or remarkable. In this case, the cookies from 7-Eleven, which Karissa initially thought

would have an average taste, were surprisingly extraordinary. Thus, the monologue reflects the use of **slang style**.

In the monologue above, Karissa uses multiple language functions. The first language function is referential in code (a). The sentence contains information that 7-Eleven provides Cookies with caramel flavor. Apart from that, in this data, Karissa also shared information that the texture of caramel Cookies is very chewy and has a sweet taste. Therefore, the researcher categorizes the datum above into **referential functions**. The second language function is in code (b); Karissa tries to explain the taste of Caramel Cookies in more detail. In her review, Karissa certainly shares subjective information with her audience. In the datum above, the information is about how the Caramel Cookies from 7-Eleven taste, through the phrase "*nice sugary caramel flavor*" providing information that the cookies have the right sweet taste and, of course, the addition of a lot of caramel flavor makes the caramel cookies taste delicious. Based on the information provided by Karissa in the review, the researcher categorized them into **referential functions**.

Meanwhile, in code (c), Karissa discusses Caramel Cookies, a product from 7-Eleven. In her discussion, Karissa stated that the Caramel cookies tasted very delicious by using the expression "*actually delicious*." This expression shows Karissa's experience of feeling and is a form of an expressive sentence. Karissa used this expressive sentence to convey her feelings about the quality of the caramel cookies that she tried. Based on this, the researcher decided to include this datum in the

"**expressive function**" category, which means that the statement reflects the expression of the speaker's personal feelings or opinions.

Karissa uses slang to sound casual and relatable to a young audience. This style is similar to colloquial but uses words whose meanings have changed according to modern trends. For example, the phrase "*kind of fire, though,*" means something impressive, excellent, or highly enjoyable, like cookies from 7-Eleven. This makes it easier for Karissa to connect with the TikTok audience since TikTok users are mostly young.

In another section (code a), Karissa explains cookies' sweet taste, chewy texture, and caramel flavor. This is a referential function because it gives precise information. In code (c), she also uses expressions like "actually delicious" to show her surprise and satisfaction after trying the cookies. This is an expressive function because it reflects her emotions and opinions.

Language like this makes Karissa's content feel relaxed, modern, and appealing to a young audience. Slang not only creates an informal atmosphere but also supports the functions of referential and expressive.

**Datum 1.26**

*Of course I got a slurpee. (a) I mixed the mountain dew and the blue raspberry flavors. (b) And it was so sweet and sour I love Slurpees. (c) They just remind me of my childhood, you know. (d)*

In the context of the monologue above, Karissa tries a Slurpee from 7-Eleven. On this occasion, she experiments by mixing two flavors, which results in a unique taste: sweet and sour. The sour taste comes from Mountain Dew, while the sweet taste comes from blue raspberry. Surprisingly, this flavor combination makes Karissa feel nostalgic as if

she had returned to her childhood, possibly because she had drunk a similar-tasting beverage before or mixed drinks similarly when she was younger.

In the monologue, Karissa continues to use casual language typical of everyday conversation. For example, "*Of course I got a Slurpee*" suggests that buying a Slurpee is normal, reflecting a relaxed attitude and common conversational expressions. Additionally, Karissa's use of "*got*" instead of "bought" or "obtained" further indicates a casual style. Overall, Karissa's language and word choices align with a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. The sentence in code a contains information on the day Karissa conducted the review; the Slurpee menu was still available at 7-Eleven. Apart from that, the datum above also shares information that Karissa bought a Slurpee, as can be seen from "*got*," where Karissa uses verb two, which indicates something that has passed or has happened. The researcher can categorize the data above into **referential functions from these two pieces of information**. Identical to the sentence before, the second sentence also contains information that 7-Eleven provides Slurpee in various flavors, including Mountain Dew and Blue Raspberry. Apart from that, the information obtained from the datum above is that buyers can mix two flavors. The latest information is that Karissa bought a Slurpee by mixing the two flavors, Mountain Dew and Blue Raspberry. It can be seen in the word "*mixed*," where the verb shows 'verb 2' which



means it is past. The researcher can categorize the information conveyed in the sentence into **referential functions**.

Meanwhile, in code c, Karissa uses two language functions. The first is a referential function because the sentence contains information on how Karissa expressed the taste of a combination of two Slurpee flavors, Mountain Dew and Blue Raspberry. Karissa said that the combination creates a sweet taste, but on the other hand, it has a sour taste. Apart from the referential function, the datum above contains an **expressive function**. It can be seen in the phrase "*I love Slurpees,*" where Karissa expresses her liking for Slurpees. The last sentence in that datum is included in the **referential function** category, referring to information conveyed directly by Karissa. In the sentence, there is the word "*they*" referring to something before, which is the taste of the combination of mountain dew and blue raspberry, which creates a sweet and sour taste, and the phrase "*remind me of my childhood*" is information related to how the combination of flavors affects Karissa's feelings and memories. In other words, the datum above refers to Karissa's personal experience, which is relevant to the taste of Slurpees.

Karissa uses a colloquial style to make the audience feel closer to her so that the content presented can be understood and accepted by the audience. This colloquial style allows the referential (information) and expressive (feeling) functions to work together. By conveying information in a relaxed and personalized manner, Karissa provides facts and shares her feelings or emotions, thus making the monologue more lively and engaging.

**Datum 1.27**

*And I thought these mini tacos were so cute. (a) Sadly, they didn't have any queso to dip them in and the filling was kind of a questionable texture, but that's okay. (b)*

In the monologue above, Karissa tries mini tacos from 7-Eleven. She had hoped that the cute mini tacos would taste good and come with queso for dipping. However, 7-Eleven didn't have queso, and the taco filling needed to be more questionable and not quite what she had imagined. According to her, the texture of the mini tacos was extraordinary. Despite this, Karissa tried not to make a big deal out of it, as indicated by the phrase "*but that's okay.*"

Karissa uses everyday language in the monologue context, as seen from the phrases "*so cute,*" referring to the mini tacos, and "*kind of,*" a casual expression commonly found in everyday conversation. Additionally, Karissa uses informal constructions like "*didn't,*" a shorthand for "did not," which are characteristic of colloquial speech. Therefore, the researcher categorizes this style as **colloquial**.

The datum above shows Karissa's expression or assessment as a speaker regarding one of the 7-Eleven menus, Mini Tacos. The word "*so cute*" shows an expression that reflects Karissa's positive attitude or admiration for the mini tacos, which are so small and in line with the name. Karissa also expressed disappointment because the mini taco menu does not provide queso (cheese sauce) as an accompanying sauce. Karissa also felt that the filling on the Mini Tacos needed to be more questionable. However, at the end of the sentence, Karissa used the phrase "*but, that's okay*" to show acceptance or not being too concerned

about this. Based on the evaluation given by Karissa through the datum above, the researcher categorized them into **expressive functions**.

Karissa uses a colloquial style, a casual and informal language style that reflects how people speak naturally. This style shows that Karissa speaks spontaneously, without formality, and shares her experiences honestly. For example, when she says "*so cute*," it shows her admiration for the size of the mini tacos. At the same time, the "*kind of questionable texture*" expresses her disappointment with the texture of the filling. Since Karissa's language style is casual and personal, it is easier for the audience to understand and feel Karissa's experience emotionally. In other words, this style helps Karissa express her feelings in a way that is honest and relatable to the audience.

**Datum 1.28**

*Because I also got one of these cute little mini cheesecakes, I tried this turtle one that was thick and chocolatey and crunchy. (a) And the crust was pretty buttery too. (b) Honestly probably the best thing I had all day. (c)*

In the context of the monologue above, Karissa tried a different item from 7/11: the mini cheesecake. The mini cheesecake had a thick texture, an intense chocolate flavor, and a crunchy sensation. Additionally, Karissa noted that the crust, or the most basic layer of the cheesecake, had a rich buttery taste. This made Karissa enjoy the mini cheesecake to the point where she even called it the best thing she had eaten all day.

In the monologue, Karissa uses simple and direct language, as seen in her straightforward words and easy-to-understand expressions without complex language or formal structures. She also employs sensory language with terms like "*cute*," "*crunchy*," "*little*," "*thick*," and

*"buttery,"* which are commonly used to describe everyday experiences. Consequently, the researcher categorizes this as a **colloquial style**.

In the monologue above, Karissa uses multiple language functions. The first one is in sentence code (a); the sentence contains descriptive information, where Karissa, as the speaker, tries to explain in detail the texture and taste of the Mini Cheesecake with the phrase *"chocolatey and crunchy"* and the datum also contains information that 7-Eleven provides various variants of cute little Mini Cheesecake, one of which is there is a turtle variant. The information conveyed by Karissa became the focus of this sentence, so the researcher categorized it into **referential functions**. Identical to code (a), in code b, the sentence is included in the category of **referential function** because the sentence contains information related to Mini Cheesecake. Karissa expressed her opinion about the cake's skin being quite buttery. This category can be grouped as descriptive information.

Meanwhile, in code (c), Karissa uses the **expressive function**. According to Holmes, in the speech theory of function, the expressive function is used to express the speaker's feelings, emotions, or attitudes. In this case, Karissa, as a speaker, expressed her subjective assessment of Mini Cheesecake. She thought these mini cookies were the most delicious menu she had eaten that day at 7-Eleven. The datum above also shows Karissa's honesty or satisfaction with the Mini Cheesecake menu, as seen using *"honestly"* in the opening sentence.

Karissa uses a colloquial style that is simple, direct, and informal. This language style makes the message feel more familiar and easily

understood by the audience. This colloquial style also supports language functions related to referential (conveying information) and expressive (conveying feelings or emotions). In codes (a) and (b), Karissa describes the texture and flavor of the mini cheesecake, such as the phrases "*chocolatey*" and "*crunchy*," which provide clear information about the product. This sentence belongs to the referential function because the goal is to provide information. The language makes this information easy for anyone who hears it to understand.

Meanwhile, in code (c), Karissa expresses a personal opinion: "*probably the best thing I had all day.*" This shows how she conveys her feelings or personal assessment of the food she tried. This sentence is an example of the expressive function, where Karissa seems to speak honestly and reinforces the impression of emotion and satisfaction she wants to convey. Therefore, the colloquial language style makes the information easier to understand, and Karissa's emotions or personal judgment are more transparent and direct.

## **2. Doobydobap's Videos**

The researcher found only two kinds of language style on the objects, there are slang style and colloquial style. Meanwhile, for language functions the researcher found expressive, directive, referential, poetic, and phatic. The presentation of the data below is sorted based on a.) analysis of language style, b) analysis of language function, c.) how language style affects language function. Then, the specific context of the data is explained clearly and in detail.

**Datum 2.1**

*Anyeong Doobies. (a) I'm back with another series of everything I ate at McDonald's Singapore Edition. (b)*

Doobydobap starts the video with the greeting "*Anyeong doobies.*" The word "*anyeong*" is a greeting in Korean that means "hello," and "*doobies*" is a friendly greeting that Doobydobap uses for her fans. The monologue above shows that Doobydobap wants to tell her audience she is back with the "*Everything I ate at McDonald's*" segment. This segment is a typical segment that she creates, where she tries several McDonald's in several countries, and now she wants to try McDonald's Singapore Edition.

The monologue used by Doobydobap above is a colloquial style. Instead of "Good morning, everybody," she used "*anyone doobies*" to make the atmosphere more intimate between her and the audience. Doobydobap also uses the construction "*I'm*" instead of "I am" in the sentence "*I'm back with another series,*" which is another characteristic of **colloquial style** according to Mandel and Kirsznier in language style.

In the monologue above, Doobydobap uses multiple language functions. The first one is in code (a); the sentence gives Doobydobap its characteristics because it has its characteristics. "*Anyeong*" is Korean for 'hello,' while "*Doobies*" is Doobydobap's typical greeting aimed at its fans. In the sentence "*Anyeong Doobies,*" there is a play on words, using Korean as a greeting and then adding the word fandom afterward. Since Doobydobap is an Asian from South Korea, he uses Korean as a greeting to the audience and in the opening video. The researcher

categorizes the datum above into **poetic functions** based on this wordplay.

Meanwhile, in the following sentence in code (b), Doobydobap explains to the audience that she has finally started again with the segment *"Everything I ate."* The use of *"back"* here refers to something she previously worked on and finally did again. The second information is that Doobydobap will review several foods and drinks at McDonald's Singapore. Based on some of the information conveyed by Doobydobap in the datum above, the researcher categorized it into **referential functions**.

Doobydobap uses casual language to create an intimate atmosphere so the audience feels like talking to a friend. Phrases like *"Anyeong"* and *"Doobies"* make the connection more personal. This style also shows her cultural identity and becomes her unique characteristic. In addition, Doobydobap conveys information clearly, such as saying, *"I'm back with another series of everything I ate at McDonald's Singapore Edition,"* which aims to inform the audience of the content. The simple choice of words makes it easier for the audience to understand the message, which aligns with modern communication styles on social media. In this way, Doobydobap's colloquial style helps convey information (referential function) while creating an emotional connection with the audience (poetic function).

**Datum 2.2**

*Singapore has diverse and affordable street food options. (a) So I want to see how McDonald's would compare. (b)*

In the monologue above, Doobydobap begins her review by stating that Singapore has many diverse and affordable food choices, giving hope to the audience that McDonald's Singapore will also offer a wider variety of menu items than McDonald's in other countries. The monologue is categorized as colloquial in style. Using expressions like "*I want to see,*" which we commonly encounter in everyday spoken language, creates a personal and direct tone. Additionally, Doobydobap uses informal grammar and vocabulary, contributing to a relaxed atmosphere that is easy for the audience to understand. Therefore, the researcher categorizes it into **a colloquial style**.

In the monologue above, Doobydobap uses two referential functions. The first one is on code (a); Doobydobap explains that Singapore is famous for its abundant street foods and low prices. Doobydobap, in this sentence, directly shares information related to Singapore with its viewers. Therefore, the researcher put it into the **referential function**. The second one is on code (b), explaining that Doobydobap wants to compare how the menus at McDonald's Singapore are with what people say that Singapore has lots of snack menus and the prices are also low. The data above certainly indirectly shares information regarding Doobydobap's desire to compare McDonald's with stereotypes that are developing in the public. Therefore, the researcher categorizes them into **referential functions**.

Doobydobap uses a colloquial style to create an intimate and personalized atmosphere, thus making the audience feel more connected and easily understand the message. As in code (a), Doobydobap shares



factual information about street food in Singapore, which is famous for being diverse and affordable using a colloquial style. This is an example of referential function, which focuses on conveying objective information to the audience. Therefore, the colloquial style used by Doobydobap helps the referential function be more straightforward to understand and attract the audience's attention. In other words, using a colloquial style makes the information provided feel light and clear for the audience.

**Datum 2.3**

*Starting off with some refreshment ice Himalayan tea latte, imagine a chai latte through a 7-Eleven slushie machine, topped off with whipped cream and cinnamon. (a) 7 out of 10. (b)*

Doobydobap started her review by trying a new drink, an iced Himalayan tea Latte. Doobydobap describes how the drink tastes by comparing it to the chai latte in the slushie machine at 7/11, which its audience may be more familiar with. The aim is for the audience to imagine and feel what the Ice Himalayan Tea Latte tastes like. Doobydobap also provides a score for the drink, as seen from the phrase "7 out of 10," where the drink is rated seven by Doobydobap out of the ten highest scores.

In the monolog above, Doobydobap uses correct grammar but keeps its language style from being too formal or stiff. This creates a relaxed and intimate atmosphere, so the audience feels closer and more involved. This can be seen from the use of phrases such as "*starting with*" and "*imagine.*" These phrases fall into the conversational and casual language category, often used in informal contexts, such as when we talk with friends to share opinions or ideas. Using language like this

helps create a more personal connection between Doobydobap and its audience, as if they were talking directly to a friend rather than a formal public figure. Therefore, the researcher categorizes the monolog into a **colloquial style**.

In the monologue above, Doobydobap uses multiple language functions. The first one is in sentence code (a), which contains descriptive information, where Doobydobap, as the speaker, explains the taste and appearance of the Ice Himalayan Tea Latte. Doobydobap makes similarities between this drink and a Chai Latte from 7-Eleven; this aims to make it easier for the audience to know how the drink tastes. Doobydobap also shared information with the audience through this video in the form of an iced Himalayan tea latte. She explained that the drink was topped with whipped cream and sprinkled with cinnamon. Identical to code (a), in code b, the sentence is included in the category of **referential function**, where Doobydobap gives a rating of 7 out of 10 for the Ice Himalayan tea menu. The sentence above is direct information from Doobydobap as a form of assessment of the Ice Himalayan Tea Latte drink from McDonald's McDonald's. This information is classified as personal information.

Doobydobap uses a colloquial style to feel closer to the audience. For example, "*starting with*" reflects everyday language and sounds like how we talk with friends. In addition, Doobydobap also uses referential in the monologue. The referential function aims to provide objective information, in the context above, that is, information about the taste and personal opinions about the drink. This helps the audience to understand

and imagine the flavor of the drink. Overall, the colloquial style and referential functions used by Doobydobao make this review effective in providing information and creating an intimate and engaging atmosphere.

**Datum 2.4**

*When you order a set meal you can order a side of either fries or wait for it. (a) Sweet corn cup, it also came with some butter prepared like how I love my men to be whipped. (b) Add the butter, shake it around and oh my God. 9 out of 10. (c)*

In the context of the monologue above, Doobydobap explains the experience of ordering a "set meal" at McDonald's in Singapore. With this order, buyers not only get the main menu item but also have the option to add various additional items, such as fries and corn cups. On this occasion, Doobydobap chose to add sweet corn as a side. When the order arrived, Doobydobap decided to try the sweet corn first. The first impression was very positive, ultimately leading to a high rating of 9 out of 10, indicating that the sweet corn truly satisfied Doobydobap's taste.

The language style used by Doobydobap in the monologue is **colloquial**. This is evident from the use of the word "you" and phrases such as "wait for it" and "oh my god," all of which create a relaxed, familiar, and easy-to-understand atmosphere for the audience. This language style makes the monologue feel closer and more relatable to the audience, as if Doobydobap speaks directly to them in a colloquial conversation.

Additionally, Doobydobap incorporates humor into the monologue. For example, the phrase "how I love my men to be whipped" is a funny and witty comment. The humor inserted into the review

creates a lighter and more enjoyable atmosphere, helping to improve the audience's mood. In this way, the audience is focused on the food being reviewed and entertained by the jokes, ultimately making the review more interesting and memorable.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the language function used by Doobydobap is the **referential function** category. This is because Doobydobap, in this sentence, provides information or conveys information about the options available when the audience orders food at McDonald's in Singapore. These options include the audience being able to order French fries while waiting for another order to be made. In code (b), Doobydobap used two language functions. The first one is **the referential function**; this can be seen from some of the information conveyed by Doobydobap indirectly in the datum above. For example, the phrase "*sweet corn cup, it also came with some butter prepared*" indicates that we will get butter to flavor the food when ordering a sweet corn cup. The second is **an expressive function**, the phrase "how I love my men to be whipped." this sentence contains elements of humor and wordplay, the word "*whipped*," which has a double meaning in this context. The humor in this sentence shows Doobydobap's feelings or attitude as the speaker towards the food. So, indirectly, this sentence also expresses Doobydobap's preferences regarding specific characteristics that they like, in this case, the use of the word "*whipped*."

Meanwhile, in code (c), according to Holmes's theory, there are three categories of speech of function. The first is the **directive**

**function**, which can be seen in the phrase "*Add the butter, shake it around.*" this phrase contains instructions or commands given by Doobydobap to the audience if they buy a sweet corn cup at Mc Donald Singapore, the command is to add butter and shake it. So, the butter is mixed into all layers of sweet corn; this is included in the directive function because Doobydobap, as a speaker, tries to direct or instruct the listener to do something. The second function of speech is **the expressive function**. It is seen in the phrase "*Oh my God,*" which is used to express surprise. In this context, Doobydobap was amazed by the taste of the sweet corn cup mixed with butter. This is included in the expressive function category because Doobydobap, as a speaker, expresses her feelings or reactions after eating a Sweet Corn cup mixed with butter. The last speech function in the datum above is the referential function. It can be seen in the phrase "*9 out of 10,*" where Doobydobap assesses the sweet corn cup menu mixed with butter. This is included in the referential function because, in this context, Doobydobap provides information regarding the taste of the sweet corn cup but is expressed through assessment.

Language style affects language function by giving a certain feel or atmosphere when conveying messages. In this monologue, Doobydobap uses a colloquial style to create a relaxed atmosphere that feels like a conversation with a friend. This approach helps the audience feel more connected as if Doobydobap is speaking to them directly rather than presenting a rigid formal review. Consequently, the audience

can more easily understand the information about the food being discussed without the interaction feeling overly formal.

In terms of language function, part (a) uses a referential function by conveying information about the options available when ordering food. In contrast, part (b) combines referential and expressive functions. The sentence, "*sweet corn cup, it also comes with butter already prepared,*" provides additional information. At the same time, the humorous comment, "*how I like my men whipped,*" conveys Doobydobap's emotions and personal preferences. This combination of language style and function makes the monologue informative and emotionally engaging, creating a more personal connection with the audience.

**Datum 2.5**

*Next is the honey soy McCrispy chicken. (a) I love the glaze, but the meat was super dry like your mom pu-. (b) I'm gonna to stop here. 5 out of 10. (c)*

In the context of the monologue above, Doobydobap continued their review by trying the Honey Soy Mc Crispy. In the review, Doobydobap mentioned that the chicken tasted very dry, using the phrase "*super dry*" to describe its hard texture. However, everything changed when they dipped the chicken in the sauce, emphasizing how the sauce significantly impacted the taste, altering the initial perception of the Mc Crispy chicken. The language style used by Doobydobap in the monologue is slang. This is illustrated by the phrase "*like your mom pu-*," which is an insult that typically involves crude humor. The "*pu-*" is an intentionally cut-off word, implying something inappropriate. However, in the monologue, Doobydobap stops at "*pu-*" and does not complete the word. This is a common comedic technique, where

Doobydobap, as the speaker, hints at something vulgar but doesn't say it directly, allowing the audience's imagination to fill in the blank. Such humor is often found in **slang style**.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the language function used by Doobydobap is **referential**. The sentence contains information that after trying the Doobydobap Sweet Corn Cup, you do not end your activity but instead switch to the main dish menu from McDonald's in Singapore, Honey Soy Mc Crispy Chicken. This also indirectly provides information that McDonald's in Singapore offers this menu. Meanwhile, in code (b), Doobydobap uses two language functions: **referential and expressive functions**. The opening sentence of Doobydobap says, *"I love the glaze, but the meat was super dry."* This sentence is included in the referential function because, in this sentence, there is information that Doobydobap conveys to the audience, such as the chicken meat from Honey Soy Mc Crispy Chicken, which is very dry. This information conveys the quality of food. The second function of speech is **the expressive function**. There are two expressive functions in this sentence. The first is the phrase *"I love the glaze,"* expressing the speaker's feelings about the glaze in Mc Crispy Chicken. The second relates to feelings or can also be interpreted as the speaker's attitude. At the end of the datum above, *"like your mom pu-"* contains a tone of sarcasm or ridicule, which shows the use of harmful or insulting expressions. In this case, the commonality is that the texture of the chicken is dehydrated.

The last in code (c), Doobydobap, assesses the Honey Soy Mc Crispy Chicken menu from McDonalds. It can be seen in the phrase "5 out of 10," where Doobydobap gives a score of 5 for the Honey Soy Mc Crispy Chicken menu out of the highest score of 10. This reflects that Doobydobap provides information regarding the taste and texture of the menu. By providing ratings, viewers can also offer views on the menu. For this reason, the researcher categorizes it as **a referential function**.

The language style in the monologue influences the language function uniquely. Doobydobap uses a slang style with rough humor, making the interaction feel relaxed and often funny. This style also shapes how the language functions. In codes (a), (b), and (c), the referential function provides information and opinions about Chicken Honey Mc Crispy, while the expressive function shows feelings about the food. Overall, Doobydobap's style helps share information (referential), express emotions (expressive), and give assessments that may influence the audience's opinion of the food.

**Datum 2.6**

*I had to regain some moisture back by dipping in curry sauce. (a) And oh man the spices subtle Touch of sweetness were really nice compliment immediately boosted the chicken up to an 8 out of 10. (b)*

In the monologue above, Karissa tries to improve the taste of the super dry Mc Crispy by dipping it in the curry sauce provided. Everything changed after she dipped it in the sauce. Doobydobap emphasized how the sauce significantly impacted the taste, changing her initial perception of the chicken.

In the monologue context, Doobydobap uses a conversational language style, which, according to Mandel and Kirsznner, falls into the



**colloquial style** category. This is evident from the informal grammar that adds to the impression of a conversation, such as the phrase "*regain some moisture back*," which is somewhat redundant and could be replaced with "*regain moisture*" for clarity. Overall, the monologue reflects a relaxed, everyday speaking style rather than a formal one; therefore, the researcher categorized it as **colloquial**.

In the monologue above, Doobydobap uses multiple language functions. In code (a), she used a **referential function**. In this sentence, Doobydobap, as a speaker, provides information to the audience regarding her actions to restore moisture to the chicken by dipping the chicken in curry sauce. The information conveyed by Doobydobap in this sentence is descriptive and factual. Meanwhile, in code (c), she used **expressive function**. This sentence expresses Doobydobap's assessment or the emotional reaction after tasting Honey Soy Mc Crispy dipped in curry sauce. Doobydobap praised the sweet taste of the curry sauce seasoning, which can improve the chicken flavor, which previously felt tough and less seasoned. This expressive function can also be seen at the beginning of a sentence, "*Oh man*," a synonym for "*Oh my god*," usually used to express surprise or admiration for something. In this context, Doobydobap was amazed by the combination of chicken dipped in curry sauce. The datum above also contains a referential function, "*8 out of 10*," where here Doobydobap provides a subjective assessment of the taste of chicken mixed with curry sauce. This sentence contains personal information regarding food quality conveyed directly by Doobydobap to the audience.

Doobydobap uses a colloquial style, like in the sentence "*I had to regain some moisture back,*" which is informal and less grammatically correct. However, this makes it feel more personal like she's talking directly to the audience. Using a colloquial style also helps the expressive function feel more realistic. The audience can feel Doobydobap's emotions, such as her admiration after dipping the chicken into the sauce. Likewise, the referential function becomes easier to understand without feeling stiff so that the information is conveyed smoothly. So, the colloquial style strengthens this monologue's referential and expressive functions.

**Datum 2.7**

*Honey butter McShaker fries reminded me of Korean honey butter chips but I hate chips that are sweet not savory so 2 out of 10.*

In this monologue, Doobydobap reviews the new menu item from McDonald's Singapore, specifically the Honey Butter McShaker Fries. This menu item is a variation of McDonald's typical French fries, served with a honey butter seasoning packet and a unique paper bag that allows consumers to mix the seasoning evenly with the fries. In the review, Doobydobap compared the taste of Honey Butter McShaker Fries to Korean honey butter chips, as both products share the same main ingredient, potatoes, and use a similar honey butter flavor.

Doobydobap conveyed their review in the monologue context using simple and direct sentences. This is evident from using sentence structures that are easy to understand without complicated vocabulary or complex constructions. This language style is similar to everyday conversation, often used in casual interactions between friends.

Therefore, the sentences in this monologue can be categorized as **colloquial**, a style commonly found in everyday conversation.

Doobydobap, as a speaker, provided information about her experience regarding Honey Butter Mc Shaker Fries, that the menu reminded her of Korean Honey Butter Chips. Both menus are made from potatoes, which are processed into chips. The two menus may have textures and tastes that are similar, so Doobydobap made a comparison between the two menus. Apart from that, in the datum above, Doobydobap also includes a subjective assessment regarding the taste of Honey Butter Mc Shaker fries, in the phrase "*2 out of 10*". So, the researcher categorizes the datum above into **a referential function**.

Doobydobap uses a colloquial style to make the atmosphere between her and her audience more friendly. As in the datum above, which uses short sentences and does not use complex words, it sounds like someone is speaking spontaneously. This style also affects referential functions, which aim to convey information or facts. Using a colloquial style makes the information she conveys easy for the listener to understand while making the message more relatable and relevant to the audience with similar experiences.

**Datum 2.8**

*Had to chase it down with a lychee oolong frappe, taste like your grandma's car air freshener so 2 out of 10.*

In the monologue above, Doobydobap continues her review with a Lychee Oolong Frappe drink to eliminate the taste of Honey Butter Mc Shaker Fries. In its review, Doobydobap uses simile as a figurative language to compare Lychee Oolong Frappe to Grandma's car air

freshener. This suggests that the Lychee Oolong Frappe tastes too fragrant or is reminiscent of the potent synthetic aroma often associated with car fresheners, especially the type of car that older people like grandmothers might use. This comparison implies that the Lychee Oolong Frappe has an unpleasant taste and is different from what Doobydobap would want, like not wanting to inhale the smell of car freshener. Simile figures of speech are used to avoid conveying meaning directly and are often found in everyday conversation. Apart from similes, in this monologue, Doobydobap also uses colloquial speech, where "you" is used as the subject pronoun in the phrase "*your grandma's car air freshener*" if in formal it says "*one's grandmother's car air freshener.*" Using "*grandma*" instead of "*grandmother*" also adds a relaxed impression to the monologue. Therefore, the researcher categorizes them into **colloquial styles**.

The datum above contains information regarding the taste quality of the Lychee Oolong Frappee. In the sentence above, Doobydobap likens the taste to grandma's car freshener to describe the unpleasant taste of the Lychee Oolong Frappee. Therefore, the researcher categorized these sentences into **referential functions**.

Doobydobap uses a colloquial style that uses casual and informal everyday language. This style makes the audience feel closer, and they are talking directly to her. In addition, this style also helps the use of referential functions, which aim to convey information. With a casual language style, the audience can more easily understand and accept the message.

**Datum 2.9**

*Buttermilk crispy chicken. It has red cabbage slaw and pineapple. (a) As a closeted guilty Hawaiian pizza lover. I give this secretly an 8 out of 10. (b)*

In the context of the monologue above, Doobydobap continues his review by trying Buttermilk Crispy Chicken. Buttermilk Crispy Chicken is a burger that is a signature menu item from McDonald's in Singapore. Doobydobap explained that, apart from chicken, the burger contains cabbage slaw and pineapple, a differentiator from other burger brands.

The language style used by Doobydobap in the monologue above is **colloquial**. This can be seen from the use of casual, short sentence structures and fragmented phrases, such as "*Buttermilk crispy chicken*" and "*it has red cabbage slaw and pineapple.*" Apart from that, in the monologue, Doobydobap also adds humor, such as "*closeted guilty Hawaiian pizza lover,*" which can only be found in everyday conversation.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence contains information that McDonald Singapore provides a Buttermilk Crispy Chicken menu; apart from that, Doobydobap also added information that this Buttermilk Crispy Chicken has red cabbage slaw filling and also has pineapple pieces in it. This information is factual, and Doobydobap shows the contents of the food directly to the audience. Therefore, the researcher categorizes the datum above into **referential functions**. Meanwhile, in code (b), Doobydobap uses two language functions. The first is the expressive function, where she expresses her feelings secretly. Doobydobap admits secretly that she likes Hawaiian Pizza, which is

topped with pineapple and ham. However, this is often a controversial topic or unpopular among many people. So, in this sentence, Doobydobap feels guilty for using the word "closeted" to express her feelings about liking Hawaiian Pizza because she is probably afraid of being judged by other people. Of course, there is a correlation between Hawaiian pizza and buttermilk crispy chicken, as both have pineapple topping. The feelings expressed by Doobydobap in this sentence fall into the **expressive function** category. The second language function in code (b) is referential. Where Doobydobap assesses the Buttermilk Crispy Chicken menu, this phrase falls into the referential function category because there is an element of information that Doobydobap provides.

Doobydobap uses a colloquial style with short sentence structures and fragmented phrases. This style shows everyday speech patterns that are easily understood by the audience. In addition, the humor in the sentence "*closeted guilty Hawaiian Pizza lover*" adds a friendly and amusing tone. This humor fosters a strong connection between the speaker and the audience by creating a personal and informal atmosphere. This colloquial style enhances the referential function, making conveyed information more engaging and easily understood. The audience receives the information and finds enjoyment in the content. Similarly, the expressive function is strengthened by the conversational style that makes Doobydobap's feelings seem more relatable so that the audience feels more connected to her opinion. Therefore, the colloquial style makes information easier to understand and adds entertainment and emotional closeness in conveying messages.

Thus, creating a more effective and enjoyable communication experience.

**Datum 2.10**

*For dessert coconut pie. (a) Sus for McDonald's for hyphenating between cocoa and nut, but I understand why because it did taste like someone nudded in it. (b) 4 out of 10 for McDonald's for being shady. (c)*

In the monologue above, Doobydobap continues her review by trying the dessert menu from McDonald's Singapore, specifically the Coconut Pie. Instead of directly explaining the taste and texture of the Coconut Pie, Doobydobap uses slang words to describe it. The slang words she uses are "*sus*" and "*nudded*." "*Sus*," short for "*suspicious*" or "*suspect*," is often used to describe something or someone that seems untrustworthy, suspicious, or doubtful. In this context, Doobydobap uses "*sus*" about McDonald's Singapore due to the hyphenation between "*cocoa*" and "*nut*." The next slang word is "*nudded*," as used in the sentence "*tastes like someone nudded in it*." This phrase is vulgar slang, often used to describe something that tastes bad or unpleasant. It is typically used hyperbolically to express a strong dislike for the taste of something. In the monologue context, Doobydobap does not like McDonald's Coconut Pie. Therefore, the language used by Doobydobap in this review is **slang**.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence contains information showing that a Coconut Pie menu is available at McDonald's Singapore. Therefore, the researcher categorizes the datum above into **referential functions**. Meanwhile, in code (c), the sentence contains an **expressive function**. Doobydobap, as the speaker, conveyed criticism of the Coconut Pie

menu from McDonald's in Singapore in a sarcastic and vulgar way, using the phrase "*as someone nitted in it.*" Doobydobap expressively expressed her dissatisfaction with the taste she felt from the coconut pie; this indirectly, Doobydobap thought the taste of the food was not good or did not meet her expectations. Therefore, this sentence is classified as an expressive function because it expresses Doobydobap's feelings as a speaker towards the Coconut Pie menu. In code (c), the sentence contains information regarding the assessment of the Coconut Pie menu from McDonald's in Singapore. In this context, Doobydobap gives a rating of 4 out of the highest score of 10. This is the speaker's personal opinion but can be used as a reference by several viewers who will try the menu. Accordingly, the researcher categorizes the sentence into **a referential function.**

In the monologue above, Doobydobap uses a slang style. This style makes her review more interesting and relatable to a young audience while effectively conveying information (referential function) and emotion (expressive function). The phrase "*for dessert coconut pie*" and the scoring of "*4 out of 10*" exemplify the referential function. This style of communication provides factual details and personal judgments. However, slang emphasizes that the information reflects subjective opinions rather than objective facts. On the other hand, the phrase "*tastes like someone nitted in it*" is an example of expressive function. This phrase describes Doobydobap's emotions strikingly and dramatically, making it easier for the audience to understand her disappointment.



In conclusion, Doobydobap's slang style effectively appeals to a younger audience while still fulfilling the main purpose of providing information (referential function) and expressing opinions (expressive function).

**Datum 2.11**

*So that's everything I ate. (a) Where should I try next? (b)*

In the monologue above, Doobydobap ends her video by eating at McDonald's in Singapore and asks her viewers for recommendations on places to eat that she should review next. This shows that Doobydobap not only wants to share her culinary experiences but also seeks to involve her audience in the creative process of her content, fostering closer and more personal interactions with them.

The language style used by Doobydobap in the monologue is **colloquial**. This style is characterized by relaxed, simple, and straightforward sentences, avoiding complex structures or high-level vocabulary. This approach makes the language more accessible to a broader audience without diminishing the essence of the message. Additionally, Doobydobap uses contractions like "*that's*" (short for "that is") to create a more casual and familiar tone, making the audience feel as though they are conversing with a friend rather than listening to a formal review. This style effectively establishes a connection with the audience, making the content feel more relatable and engaging.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence contains information that after trying several menus from McDonald's in Singapore, Doobydobap has completed the activity. Therefore, the researcher categorizes the datum

above into a **referential function**. Meanwhile, in code (b), the sentence contains elements of question sentences addressed to the audience to strengthen the social relationship between the speaker in this context, Doobydobap, and the audience. This can enhance the interaction between Doobydobap and the audience; ultimately, the audience will feel considered and included in making subsequent videos. Accordingly, the researcher categorizes it as a **phatic function**.

Doobydobap uses a colloquial style to make the audience feel more familiar and connected, as if they were talking to a friend rather than hearing a formal review. This language style influences language function, whereas, in this datum, there are two language functions: referential and phatic. The referential function is used to convey information or facts to the audience. Meanwhile, the phatic function builds social relationships and shows attention to the audience. The combination of colloquial style and appropriate language functions makes the audience feel cared for. Doobydobap provides a variety of experiences and opens up space for interaction. This will create a warm atmosphere, ultimately strengthening the relationship between content creators and viewers.

**Datum 2.12**

*Today I'm at Jollibee.*

The monologue used by Doobydobap above is a **colloquial style**. Doobydobap tells her audience that she is at Jollibee. She uses the "I'm" construction instead of "I am" in the sentence "I'm at Jollibee," which is characteristic of the colloquial style according to Mandel and Kirszner in terms of language style. Meanwhile, for language function, this

sentence uses a referential function. This sentence contains information that Doobydobap will review several foods and drinks at Jollibee.

In the monologue above, Doobydobap tells the audience that she is currently at Jollibee. This sentence also contains information that she will review several foods and drinks there. Appropriately, this sentence has a **referential function**.

Doobydobap uses a colloquial style to create a relaxed and intimate conversation between him and the audience. This colloquial language style certainly influences the use of language functions in this context, namely the referential function. The referential function here conveys information that Doobydobap is on Jollibee that day. The combination of colloquial style and referential function makes it easier for the audience to understand the content created by Doobydobap so that the information conveyed will be more effective.

**Datum 2.13**

*A quick shout out to Tess for being an OG camera woman. (a) I swear she wasn't held hostage. (b)*

In the monologue above, Doobydobap praised and thanked "Tess," one of the Jollibee officers, for her role as an "OG camera woman" or a great and experienced cameraman. The word "OG" is a slang term for "*Original Gangster*". However, in this context, OG means someone who has been around for a long time or is experienced in a field. The final part of the monolog, which reads, "*I swear she wasn't held hostage,*" is a joke, which means Tess did it voluntarily and was not forced.

The language used by Doobydobap in the sentence above is **slang**. This style is characterized by using the slang term "OG" in the

phrase *"for being an OG camera woman."* OG is short for "Original Gangster". This term comes from gang culture to describe someone who has been part of a gang for a long time and has earned respect. However, over time, the word *"OG"* has developed in popular culture and is now often used for someone who is a pioneer, original, or experienced in their field. In this context, Doobydobap calls Tess *"OG"* because she has camerawoman experience.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence is included in the **expressive function** category. In this sentence, Doobydobap expresses her feelings of gratitude to someone named *"Tess"* because she is considered an *"OG,"* short of *"Original Gangster,"* in this context, someone who has experience as a cameraman. Meanwhile, in code (b), there are two language functions. The first one is expressive function. It can be seen from the phrase *"I swear."* In this context, Doobydobap uses this phrase to express her confidence in stating that she is not holding Tess hostage. The second speech of function in this sentence is the **referential function**. The phrase *"she wasn't held hostage"* shows information or states that Tess was not held hostage by Doobydobap.

Doobydobap uses a slang style in the monologue above. This style shows respect in a relaxed and intimate way. In this context, Doobydobap praises Tess as someone with experience but uses lighter language to create an atmosphere of humor and familiarity. This language style also supports the use of an expressive function when Doobydobap expresses his gratitude and admiration for Tess. She

expressed her appreciation casually and informally, saying, "A quick shout out to Tess for being an OG camera woman." Apart from that, this slang style also supports using a referential function, which aims to convey information. The phrase "I swear she wasn't held hostage" is a statement that contains information that Tess was not forced to help. However, the language used contains humor, so the referential message is light and non-serious. Overall, the use of slang style strengthens the expressive and referential function of language, thereby creating a close relationship between Doobydobap and the listener.

**Datum 2.14**

*I haven't had Jollibee's in over 6 months. (a) And I was really craving the mango and Ube pie. (b) "But we don't have the Pie" but Life Goes On. (c)*

In the monologue above, Doobydobap shares with the audience her strong desire to enjoy Jollibee again after a six-month absence, particularly missing their Mango and ube Pies. However, she discovers that both items are out of stock when she orders. Through the phrase "*Life Goes On*," she reassures the audience that she is okay despite the disappointment.

According to Mandel and Kirszner's theory, Doobydobap's language style in the monologue falls into the **colloquial style** category. This style is evident in her relaxed and clear sentences and her simple word choices, which create a more intimate and understandable atmosphere for the audience. Additionally, the use of contractions, such as "*haven't*" in the sentence "*I haven't had Jollibee's in over 6 months*," contributes to the conversational tone of the monologue.

In the monologue above, Doobydobap uses multiple language functions. In code (a), Doobydobap uses a **referential function** because Doobydobap provides information to the audience that she has not visited Jollibee for a long time, and it is estimated that it was around 6 months ago the last time she visited Jollibee. This sentence is included in the referential function category because it contains a statement of information. Meanwhile, in code (b), Doobydobap uses an **expressive function** because Doobydobap, as the speaker, expresses her feelings regarding her desire to enjoy the Mango and Ube Pie menu. In code (c), two categories of language function are expressive and referential. The expressive function seen in the sentence *"But we don't have the Pie"* shows a form of expression of disappointment and sadness for Doobydobap because she could not eat the menu that day. However, followed by the sentence *"but life goes on"* shows an attitude or expression of acceptance that if there is no such menu, life must go on. The **referential function** in the sentence *"we don't have the Pie"* provides information about the fact that the menu was unavailable on Jollibee at the time Doobydobap ordered.

**Datum 2.15**

*First up good old fried chicken. (a) And look at the fry on the chicken. (b) I got the thigh piece, because thick thighs save lives. (c) You know it's gonna be good when your Fried Chicken looks like your mom's knees on the carpet, crunchy, juicy and perfectly seasoned much better than Colonel Sanders. (d)*

Doobydobap reviews Jollibee's legendary fried chicken. In this review, Doobydobap stated that the fried chicken was very delicious, with a *"crispy"* outer texture, a *"juicy"* inner texture, and the proper seasoning, creating an appetizing taste. Apart from that, Doobydobap also compares Jollibee fried chicken with KFC fried chicken through the

phrase "*better than Colonel Sanders,*" which refers to the founder of KFC, Colonel Sanders, thus adding depth of understanding for those who know the KFC brand. Not only that, Doobydobap also uses the metaphor "*looks like your mom's knees on the carpet*" to describe how crispy Jollibee's fried chicken is.

The phrase uses a humorous and somewhat exaggerated comparison to convey that Jollibee's fried chicken has a rough, skin-like texture that might be visible if someone had knelt on a carpet for a long time and left a mark. Apart from metaphors, Doobydobap also uses the contraction "*gonna*" short of "going to" in the sentence "*it's gonna be good,*" which is one of the characteristics of colloquial style according to Mandel and Krizner. By using contractions, a relaxed language style, and adding metamorphosis in the monologue, Doobydobap effectively conveyed her review to her fans, making them feel more connected to the content conveyed. Therefore, the researcher categorizes the monologue above into **colloquial styles**.

In the monologue above, Doobydobap uses multiple language functions. In code (a), she uses a **referential function**. This sentence provides information about the Fried Chicken menu, which is the first menu served and will be eaten by Doobydobap. This information is included in the category of factual information. Meanwhile, in code (b), she uses a **directive function**. The phrase "*look at the fry*" contains an imperative sentence directed at someone carrying out the order. In this context, it is aimed at Doobydobap video viewers. This can indirectly attract the audience's attention to the target.

In code (c), Doobydobap uses two language functions. The first is **a referential function**; *"I got the thigh piece"* contains information about the fried chicken she previously ordered. The second is **an expressive function**; the phrase *"because thick thighs save lives "* expresses the speaker's personal views or beliefs regarding this myth. This reflects the beliefs or values that Doobydobap wants to convey humorously.

In the same way, in code (d), Doobydobaps uses three language functions. The first is **a referential function** because the sentence contains information that this Fried Chicken from Jollibee has a crunchy texture juice and is seasoned perfectly. The sentence also includes information that Fried Chicken from Jollibee is tastier than Fried Chicken from KFC. Still, in this sentence, Doobydobap uses *"Colonel Sanders"* to imply KFC because Colonel Sanders is the founder of KFC. The second one is **a poetic function**, the phrase "looks like your mom's knees." in this sentence, Doobydobap uses a creative and figurative language style, comparing the texture of fried chicken from Jollibee with a mother's knees on the carpet. This sentence aims to produce aesthetics and add a sense of humor to the delivery. The third is **an expressive function**; *"perfectly seasoned much better"* expresses Doobydobap's opinion that fried chicken tastes delicious.

Doobydobap uses a colloquial language style to create a relaxed and familiar atmosphere with the audience so that the audience can accept the content. Likewise, with language functions, using a colloquial language style supports language functions. Like the



referential function, *"I haven't had Jollibee's in over 6 months"* conveys that she hasn't eaten at Jollibee for a long time. The presentation of these facts is strengthened by a colloquial style that supports the clarity of the information. Apart from that, there is also an expressive function. This function is used to express feelings. The phrase *"And I was craving the mango Ube pie"* shows a relaxed narrative style, helping the audience feel the emotions more clearly. Therefore, using a colloquial style in the monologue above helps the referential and expressive functions become more vivid so that the message is easily understood and the audience feels the emotions conveyed.

**Datum 2.16**

*And I also got a spicy chicken burger, you want some? or okay. (a) This is definitely one of my favorite Burger. (b) It's packed with heat and it really hits you in the face. (c)*

In the monologue above, Doobydobap continues the review by trying Jollibee's spicy chicken burger menu. Doobydobap likes this burger because it tastes really spicy, as the name suggests.

The language style used by Doobydobap in the monologue above is **colloquial**. This can be seen from the phrases *"You want some?"* and *"It's packed with heat, and it hits you in the face,"* which creates a relaxed, conversational atmosphere. Apart from that, in the monologue above, Doobydobap also uses everyday language, such as the words *"spicy"* and *"packed with heat."* Using short and simple sentences, combining complete sentences and fragments creates an intimate atmosphere between Doobydobap and the audience. Therefore, the researcher categorized it in the colloquial style.

In the monologue above, Doobydobap uses multiple language functions. She uses two language functions in code (a): referential and phatic. The phrase "*And I also got a spicy chicken burger*" contains information that after enjoying the chicken, Doobydobap continued her review by trying the Spicy Chicken Burger. This informs the audience that there is a Spicy Chicken Burger menu at the Jollibee restaurant. The second language function in code (a) is the phatic function. The phrase "*You want some?*" is a form of empathy that Doobydobap built to maintain social relations by offering food to the audience. This can attract the attention of happy viewers if they feel involved in the video, so social interaction is formed between Doobydobap as a speaker and the audience.

Meanwhile, in code (b), she uses an **expressive function**. The word "*definitely*" is an adverb to strengthen the adjective "*favorite*," which describes something that is most liked, such as a burger. The expressive function of this utterance is to convey Doobydobap's feelings about the thing she likes most, in this case, a burger. This statement expresses Doobydobap's satisfaction with the burger mentioned.

In code (c), Doobydobap only uses one language function, which is **the expressive function**. In explaining the appearance of Spicy Chicken Burger, she uses her personal reaction to the appearance of the food. The phrases "*Packed with heat*" and "*hits you in the face*" indicate a strong emotional or sensory reaction and are characteristic of the expressive function.

Doobydobap uses a colloquial style, such as the sentence *"You want some?"* and *"It's packed with heat, and it hits you in the face."* This language style makes the atmosphere feel more intimate and relaxed as if you are talking directly to a friend. Using language like this also helps the audience feel closer, creating a comfortable atmosphere for listening to reviews. The colloquial style here also supports the use of language functions. Like the referential function in the sentence, *"And I also got a spicy chicken burger."* The sentence uses a relaxed colloquial language style so that the information conveyed to the audience can be easily understood. Second, there is the phatic function, which maintains social relationships with the audience. The phrase *"You want some?"* uses a colloquial style to convey questions to the audience so that to these questions they feel involved in the video, even though no direct answer is expected. Likewise with the expressive function, the sentence *"This is definitely one of my favorite burgers"* shows an expression of satisfaction and enthusiasm, thus making the review livelier and more convincing.

Therefore, Doobydobap's use of colloquial style and varied language functions helps convey reviews in an interesting, unique, and more effective way.

**Datum 2.17**

*A quick pineapple juice and French fries smoke break.*

In the monologue above, Doobydobap takes a break from her review to enjoy pineapple juice and French fries from Jollibee. She doesn't provide specific comments on the quality or taste of these items.

Doobydobap's language style in the monologue blends everyday conversational elements with imaginative touches. Phrases like “*quick*” and “*smoke break*” contribute to a relaxed and humorous tone, giving the conversation a cheerful and light-hearted feel. This approach creates a more intimate and enjoyable atmosphere for the audience. Consequently, the language style of the monologue can be classified as **a colloquial style**, emphasizing naturalness and personal connection in communication.

The datum above contains information that Doobydobap is enjoying pineapple juice and French fries before enjoying the other main menu items from Jollibee. Jollibee also provides a menu of Pineapple Juice and Fried Potatoes. Therefore, the researcher categorizes it as **a referential function**.

Doobydobap uses colloquial language to create a more relaxed and friendly atmosphere as if you were talking directly to a friend. This creates an intimate relationship between Doobydobap and the audience. Plus, using a colloquial style, which supports the referential function in the sentence above, helps convey information about the menu being eaten by Doobydobap well so the audience can easily understand the content presented.

**Datum 2.18**

*And onto our next entree spaghetti. (a) This is a Filipino spaghetti and it's made with banana ketchup condensed milk and Vienna sausages. (b) Very sweet and tangy, which might sound weird. (c) But it really hits the spot once in a while. (d)*

In the monologue above, Doobydobap continues her review by trying Jollibee's signature menu item, Spaghetti. Since Jollibee is a restaurant from the Philippines, this Spaghetti is also Filipino.

Doobydobap explains what is in the Spaghetti. At the end of the sentence, she also describes how the spaghetti tastes, which seems strange with the sauce mixture but gives the right flavor.

The language style used by Doobydobap in the monologue is **colloquial**. This can be seen in simple grammar and straightforward sentence structure, with short and simple sentences. Apart from that, Doobydobap also uses colloquial expressions, such as phrases such as "*hits the spot*," which are often used in conversation, adding to the impression of using colloquial language in the monologue above.

In the monologue above, Doobydobap uses multiple language functions. In code (a), she provides information about the menu: Spaghetti, which is part of Jollibee's food and beverages review. The sentence also includes information that Jollibee also provides a spaghetti menu. Therefore, the researcher categorizes the data above into a **referential function**. Besides, in code (b), Doobydobap explains the spaghetti menu, from the essential ingredients to the mixture. This sentence contains information related to Spaghetti; at the beginning of the sentence, Doobydobap explains that this Spaghetti is Filipino Spaghetti because Jollibee is a restaurant in the Philippines. In addition, this sentence contains information related to the spices and fillings in Spaghetti, the phrase "*made with banana ketchup condensed milk and Vienna sausages*." Based on the information mentioned in the monologue above, the researcher categorizes it into a **referential function**.

In code (c), Doobydobap explains the taste of Spaghetti Filippino from Jollibee. The sentence "*lovely and tangy*" is a form of information that describes something; in this case, it tells the taste of Spaghetti, which is sweet and sour. This sentence provides descriptive information about Spaghetti, which is considered objective information. With that, the researcher categorizes them into **referential functions**. Meanwhile, in code (d), Doobydobap emphasizes expressing feelings aimed at something, in this context, the Spaghetti. This sentence shows satisfaction or enjoyment with one of the Jollibee menus, expressed subjectively and emotionally. So, the researcher categorizes the sentence into **expressive functions**.

Doobydobap uses a colloquial style to make the review sound casual and easy to understand, like a conversation with a friend. As a result, this style supports the use of referential language functions, which aim to provide information, and expressive ones, which aim to convey feelings, as in code (a), which provides information that the next menu item is Spaghetti. Likewise, the sentence in code (d) shows feelings of satisfaction and pleasure with the taste of the Spaghetti.

Using a colloquial style makes the information feel more personal and engaging so the audience can easily understand the referential function. Likewise, with the expressive function, the use of colloquial style helps convey more emotional personal expressions and feelings about the taste of food. Overall, this colloquial style helps convey the information more quickly and naturally to the audience.

**Datum 2.19**

*For dessert, mango coconut ice cream. (a) I still like the pie better, but this was also very good. (b)*

In the monologue above, Doobydobap tasted the dessert menu from Jollibee, the last menu on this occasion, mango coconut ice cream. In the review, Doobydobap doesn't like the taste and texture of this mango coconut ice cream. However, she enjoyed it, as seen from the phrase "*but this was also very good.*" Compared to mango pie, she would choose mango pie over mango coconut ice cream.

The language style used by Doobydobap in the monologue above is **colloquial**. This can be seen from the use of sentences commonly used in everyday spoken language, such as "*I still like the pie better,*" which depicts a relaxed expression of opinion. Apart from that, at the beginning of the sentence, "*for dessert. Mango coconut ice cream,*" Doobydobap, eliminates "*is,*" which we often encounter in everyday conversation, which can assume the listener understands the implied meaning.

In the datum above, Doobydobap uses multiple language functions. In code (a), the sentence contains information regarding what food Doobydobap ate next at Jollibee. In this sentence, it is explained that mango coconut ice cream was Doobydobap's first dessert menu that she ate. This sentence also contains information about Jollibee's providing a mango coconut ice cream dessert menu. Based on the information contained in this sentence, the researcher categorized the datum above into **a referential function**. Meanwhile, in code (b), the sentence contains an expression from the speaker, expressing personal preferences or her preference for the pie menu over the mango coconut

ice cream menu. Therefore, the researcher placed the datum above into an **expressive function**.

The language style used by Doobydobap in the monologue above is colloquial. This style gives a relaxed and informal impression used in everyday conversation. This style is also suitable for sharing experiences with an audience in a more casual atmosphere. The colloquial style also supports the use of referential and expressive functions in the monologue. The referential function conveys information; for example, in code (a), Doobydobap provides information about what she is eating and states that the food is a dessert menu from Jollibee.

Meanwhile, the expressive function is used to express feelings; in the monologue above, Doobydobap expresses her opinion regarding dessert. Overall, the colloquial style Doobydobap uses influences the referential and expressive functions. So, Doobydobap reviews feel like casual conversations that make the audience feel close and connected.

**Datum 2.20**

*So that was everything I ate at Jollibee's. (a) What's your favorite fast-food chain in order? (b)*

In the monologue above, Doobydobap ends her video at Jollibee and asks her viewers what their favorite fast-food chain is. This shows that Doobydobap not only wants to share its culinary experiences but also create closer and more personal interactions with her audience.

The language style used by Doobydobap in the monologue above is **colloquial**. This style is characterized by using sentences that are relaxed, simple, and straight to the point without getting bogged down in complex sentence structures or using high vocabulary. In this way,



the language used becomes easier for various groups to understand without reducing the essence of the message. Apart from that, Doobydobap also uses the contraction "*what's*" sort of "*what is*" to add a relaxed and familiar impression to the delivery of its message. This makes the audience feel like they are conversing with a friend rather than listening to a stiff or formal review. This style effectively establishes a connection with the audience because it makes the content feel closer and relatable to the audience.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence informs the audience that she has finished reviewing several foods and drinks at Jollibee restaurant. Therefore, the researcher categorizes it into **referential functions**. Meanwhile, in code (b), the sentence contains a **phatic function**. In this sentence, Doobydobap asks the audience about their favorite fast-food chain so that the question will create social interaction between Doobydobap and the audience.

In the monologue above, Doobydobap uses a colloquial style to create a more intimate atmosphere with the audience. This language style also supports language functions, including referential and phatic functions. Referential function is a language function that aims to convey information. In this context, the information conveyed is that she has completed a review at the Jollibee restaurant. The information uses a colloquial style so that the audience can quickly grasp the information being conveyed.

Meanwhile, the phatic function is an expression that contains solidarity and empathy for others. The monologue above is in code (b), where Doobydobap asks questions to the audience to create social interaction with the audience. Therefore, the colloquial style and use of referential and phatic functions make the content informative and interactive.

**Datum 2.21**

*Today I'm going to get lunch from 7-Eleven Korea.*

The language used in the video above is **colloquial**. This is evident from the use of simple, easy-to-understand words like "get" and "going," which create a relaxed tone. Additionally, Doobydobap uses the contraction "I'm" instead of "I am," further contributing to the casual and conversational style.

The context in the monologue is that Doobydobap will have lunch at 7-Eleven. The datum contains information that Doobydobap will review the food and drinks at 7-Eleven that day. Therefore, this datum is included in the **referential function** category.

In the monologue above, Doobydobap uses a colloquial style to create informative content but with a relaxed nature. This language style also supports the use of referential functions. A referential function is an expression that contains information. In this context, the information conveyed is that Doobydobap will have lunch at 7-Eleven Korea, where the information uses a colloquial style so that the audience can easily receive it. So, with a combination of colloquial style and referential function, the purpose of this content can be achieved.

**Datum 2.22**

*When you walk inside you have a vast selection of cup noodle brands to choose from. (a) I went with Sesame Ramen today, because it's my favorite cup noodle flavor. (b)*

In the monologue above, Doobydobap begins her review by highlighting a special section in 7-Eleven Korea that offers a variety of cup noodles, known as "*ramyeon*" in Korean, since South Korea has the highest consumption of instant noodles in the world. She featured sesame ramen because it is his favorite cup of noodles.

In this monologue, Doobydobap uses everyday language and expressions like "*cup noodle*" and "*I went,*" which are typical of casual conversation and give the review a friendly tone. Her simple sentence structure and straightforward vocabulary make the content easy to understand. This approach ensures that viewers can quickly grasp his points, leading the researcher to categorize the monologue as **colloquial**.

In the monologue above, Doobydobap uses multiple language functions. In code (a), the sentence contains information about various kinds of noodles provided by 7-Eleven in Korea. Korea is a country famous for its different types of noodles. Therefore, the researcher categorizes the sentence above into **a referential function**. Meanwhile, in code (b), there are two language functions. The first is **a referential function** because it contains information about the menu that Doobydobap will consume and information on the ramen variant that Doobydobap likes, namely Sesame Ramen. The second language function is **expressive**; the phrase "because it's my favorite cup noodle flavor" expresses someone's feelings. In this sentence, Doobydobap, as

the speaker, describes her personal preference regarding the ramen flavor she likes most.

Doobydobap uses a relaxed colloquial style and contains simple sentences. This aims to make it easy for the audience to understand the content. This language style also supports language functions, such as referential and expressive functions. As in code sentence (a), the sentence uses referential because the sentence contains factual information. Using a colloquial style in this sentence makes it easier for the audience to understand the information. Korea is a country famous for its consumption of instant noodles. Apart from that, there is an expressive function in code sentence (b), "*because it's my favorite cup noodle flavor.*" This sentence conveys Doobydobap's personal information, namely her liking for the taste of ramen. The use of colloquial style in these two sentences supports the function of language by making information easier to accept and emotions more felt. This combination creates a review that is both informative and interesting to watch.

**Datum 2.23**

*Then I headed over to the refrigerated section, and got tuna Mayo onigiri. (a) I also got a soft-boiled egg for protein. (b) For Beth, I got banana milk. Everything was around \$5. (c)*

In the monologue above, Doobydobap continues looking for the menu at 7-Eleven. Then, she gets tuna mayo onigiri, soft-boiled egg, and banana milk. Doobydobap also explains that the price of the three menus is around \$5. The language style used by Doobydobap in this monologue is characterized by simple, relaxed sentence structures and

straightforward vocabulary, making it easy for the audience to understand. Therefore, the researcher classifies it as **a colloquial style**.

In the datum above, Doobydobap uses multiple language functions. In code (a), the sentence contains information that after taking sesame ramen, Doobydobap also bought another menu, namely tuna mayo onigiri. This sentence also contains information that at 7-Eleven Korea, a tuna mayo onigiri menu is available and placed in the refrigerator. Accordingly, the researcher categorizes this sentence as having **a referential function**. In the same way, in code (b), the sentence contains information that apart from the sesame ramen menu and tuna mayo, Doobydobap also ordered a half-boiled egg as an accompaniment. This sentence also informs the audience that at 7-Eleven Korea, you can order boiled eggs from a typical soft-boiled egg menu. There, the researcher categorizes the sentence into referential functions.

In code (c), the sentence also contains information that Doobydobap was not alone when she visited 7-Eleven in Korea; she was with someone named Beth. Apart from that, this sentence also contains information that Doobydobap bought Banana Milk for Beth for \$5. Based on some of the information contained in this sentence, the researcher placed it into a **referential function**. So, basically, in this datum, there were three referential functions.

In the monologue above, Doobydobap uses a colloquial, relaxed, simple everyday language style. This language style aims to create a comfortable but still informative conversational atmosphere. The use of

language style in the monologue above also supports the use of language functions, which are referential. The referential function is an expression that contains information; in this context, the information conveyed is factual about the item purchased, its location, and the price. This information is transferred using a colloquial style, making it easier for the audience to understand it because it uses everyday language, which tends to be used all the time.

**Datum 2.24**

*I sat down prepared my Ramen, so my favorite part about this Ramen is the dehydrated egg block. (a) It makes the soup extra eggy, which I love and you can top it off with the spicy sesame oil. (b)*

In the monologue above, after Doobydobap selected several items to eat, she tasted various foods picked from the shelves of 7-Eleven Korea. The first item she tried was ramen, enhanced with perfectly mixed boiled eggs. Doobydobap also mentioned her fondness for the combination of super soft ramen and eggs, suggesting it would be even more delicious with sesame oil. Her convincing and casual tone is similar to how one might speak when chatting with friends, and her casual tone and relaxed expressions are two kinds of colloquial features. Therefore, the researcher categorizes the sentence above into an idiomatic **style**.

In the datum above, Doobydobap uses multiple language functions. In code (a), the sentence contains information related to the activities carried out by Doobydobap after selecting several lunch menus. This activity involves preparing the ramen she has chosen and adding dried eggs as a topping. In this case, Doobydobap provides

factual information about its activities. Therefore, this sentence is included in the **referential function** category.

Meanwhile, in code (b), there are two language functions. The first is a referential function; the phrase "*it makes the soup extra eggy*" contains factual information regarding how to cook sesame ramen to have a super egg and slightly spicy sauce. So, this sentence provides clear and relevant information so that it can be categorized as a **referential function**. Apart from that, the phrase "*which I love*" contains an **expressive function** because the phrase shows Doobydobap's personal preference regarding eggy ramen soup.

In the monologue above, Doobydobap uses a colloquial style, reflecting the relaxed use of language usually used in everyday conversation. Thus, this creates a friendly atmosphere between Doobydobap and her audience. This language style also supports language functions, which are the referential and expressive functions. The referential function is an expression that contains information; in this context, the information conveyed is how Doobydobap prepares ramen and communicates how the ramen tastes. The information is transferred using a colloquial style so the audience can easily understand it. Apart from that, there is an expressive function expressing the speaker's feelings. In this context, Doobydobap expresses her liking for the ramen in the phrase "*which I love.*" This phrase is an example of using colloquial style, which we often hear in everyday conversations with people closest to us. Thus, colloquial style can strengthen these two

language functions, making it more effective in conveying messages while building emotional connections with the audience.

**Datum 2.25**

*Next, I had the tuna mayo onigiri. (a) It's super simple and it's my ultimate go-to when I'm in a hurry. (b) This was even better when dunked into the ramen broth. (c)*

In the monologue above, Doobydobap reviews 7-Eleven's tuna mayo onigiri. She reveals that onigiri from 7-Eleven is not much different from onigiri in general. Doobydobap also reveals that even though it is simple, onigiri is the main choice when you are in a hurry. She advises viewers that if they want to enjoy more delicious onigiri, they can dip them in ramen sauce. Thus, it provides a more memorable eating experience.

The language style used by Doobydobap in the monologue above is **colloquial**. This can be seen from casual phrases such as "*super simple*" and "*ultimate go-to*," colloquial expressions commonly used in everyday language. Apart from that, the sentences used by Doobydobap in the monologue above are also straightforward to understand, without complicated vocabulary or structures. Not only that, but Doobydobap also uses contractions to add a relaxed and familiar impression, "*It's*" sort of "*It is*" and "*I'm*" short of "*I am*."

In the datum above, Doobydobap uses multiple language functions. In code (a), Doobydobap continues her review activities with another menu, tuna mayo onigiri. This sentence is included in the **referential function** category because it contains information about the food that Doobydobap will eat. In the same way, in code (b), the sentence is included in the **referential function** because it contains



information. She said the menu is straightforward, so it becomes a mainstay menu when you are in a hurry. In code (c), the sentence also contains information regarding how to enjoy the Tuna Onigiri Mayo menu from 7-Eleven to make it tastier, according to Doobydobap, by dipping it in ramen sauce. An alternative way you can do if you are bored of enjoying the usual way. This sentence does not contain an instruction but only conveys descriptive information. Therefore, the researcher categorizes it into **referential functions**.

Doobydobap uses a simple and relaxed colloquial style so that it gives a familiar impression and is easy for the audience to understand. Using language commonly found in everyday conversations, Doobydobap makes the content more accessible to various groups. Apart from that, this language style also supports referential language functions. The referential function is an expression that contains information. The information conveyed in this context describes the tuna mayo onigiri from 7-Eleven, both the taste and other ways to enjoy it. This information is transferred using a colloquial style so that the information conveyed is more straightforward for the audience to digest. The content presented by Doobydobap is more effective and enjoyable because it is delivered in a relaxed and friendly.

**Datum 2.26**

*Next, I had some eggs and for some reason my mom thought that it was funny to crack it on my head abuse. (a) The yolk was super orange and slightly jammy in the center and perfectly salted. It was so good. (b)*

The monologue above discusses Doobydobap's review of perfectly boiled eggs from 7-Eleven with slightly undercooked yolks. The phrase "so good" refers to the perfect taste of the eggs, which

certainly attracts fans to try them. This gives the monologue a relaxed style and aligns with everyday language, as if Doobydobap told a friend a story. Apart from that, Doobydobap also uses colloquial expressions such as *"funny"* and *"to crack it on my head,"* which adds a relaxed impression to the conversation. It can be categorized as a language style commonly used in everyday conversation or a **colloquial style**.

In the datum above, Doobydobap uses multiple language functions. In code (a), the sentence is included in the **referential function** category. According to Holmes, this function refers to using language to provide information or convey facts. In this sentence, there is some information conveyed by Doobydobap as a speaker, which is information related to other menus from 7-Eleven that she ate. Doobydobap also shared a personal experience regarding boiled eggs, which was conveyed with a bit of humor and was considered funny when she broke the egg by hitting it on her head.

Meanwhile, in code (b), Doobydobap uses two language functions. The first one is a **referential function**; the phrase *"the yolk was super orange and slightly jammy in the center and perfectly salted"* contains information that boiled eggs, which is one of the menu items at 7-Eleven, have orange yolks and have the right texture for soft-boiled eggs and the perfect salty taste. The second language function is **the expressive function**. The phrase *"It was so good"* shows the personal or emotional reaction of Doobydobap as the speaker about the half-boiled eggs from 7-Eleven, to express feelings of satisfaction and pleasure. So, this datum falls into two categories: referential and expressive function.

Doobydobap uses a colloquial style with simple words, which is often heard in everyday conversation. This language style creates a familiar and comfortable atmosphere for the audience to connect more easily with the content. Using a colloquial style here also supports language functions, which are the referential and expressive functions. The referential function is an expression that contains information; in this context, the information conveyed is details related to the boiled egg food being reviewed. While the expressive function is an expression that expresses the speaker's feelings, in this context, the phrase "*it was so good*" refers to Doobydobap's emotional reaction to the taste of the very delicious boiled egg. Using a colloquial style can strengthen these two functions so that the information conveyed is more interesting and includes emotions that support the audience's experience.

**Datum 2.27**

*For dessert, banana milk. (a) Tasted like childhood, if you're ever running in a hurry or want an affordable meal so convenient. (b)*

In the monologue above, Doobydobap ends her review of 7-Eleven Korea by tasting the dessert menu: banana milk. Doobydobap explained that the taste of banana milk triggered memories of his childhood when she was in a hurry but still had time to eat; banana milk was the solution.

The language style used by Doobydobap in the monologue above is colloquial. This can be seen from the use of a relaxed tone in the phrase "*tasted like childhood*," which is nostalgic, evoking personal and emotional connections in a comfortable way. Apart from that, colloquial expressions in the words "*if you're ever running in a hurry*" is a choice of colloquial language commonly used in conversation rather

than formal writing. Not only that, in the monologue above, Doobydobap also includes a contraction of the word "you're," short for "you are," which is one of the characteristics of **colloquial style** according to Mandel and Kriszner.

In the datum above, there are two **referential functions**. The first one is in code (a), which contains information regarding what food Doobydoba will eat next. This also provides information that 7-Eleven in Korea offers a Banana Milk dessert menu. Therefore, the researcher categorizes them into referential functions. The second one is in code (b) because the sentence contains information conveyed directly by Doobydobap as a speaker to the audience. "*Tasted like childhood*" is information about the taste of Banana Milk, which reminds Doobydobap of her childhood. In the following sentence, Doobydobap also provides information that the Banana Milk dessert menu is affordable and practical when someone is in a hurry. So, in this datum, there are two referential functions.

Doobydobap uses a colloquial style by using relaxed and straightforward sentences. The purpose of using this colloquial style is to create an intimate atmosphere for the audience. This can be seen from the sentences used, which reflect how speaking is usually found in everyday conversations. This language style also supports the use of referential language functions. The referential function is an expression that contains information in it. In this context, the information conveyed is a review of the drink that Doobydobap is currently tasting, Banana Milk. This information is transferred using a colloquial language style

that uses simple words so that the audience can easily understand the content of the delivered review. Therefore, the colloquial style makes the message that Doobydobap wants to convey more engaging and effective.

**Datum 2.28**

*What's your favorite snack from your local convenience store?*

In the monologue above, Doobydobap concludes her video review of 7-Eleven in Korea by asking the audience about their favorite menu items from local convenience stores. This demonstrates that Doobydobap wants to share his culinary experiences and aims to foster closer and more personal interactions with his audience. The language style used by Doobydobap is colloquial, as evidenced by the use of the word "*your*" as a subject pronoun instead of the more formal "one," as in the phrase "*What's your favorite,*" a characteristic of **colloquial style** according to Mandel and Krizner. Additionally, simple, easy-to-understand vocabulary creates a relaxed and intimate atmosphere between Doobydobap and the audience.

The datum above contains questions addressed to the audience from Doobydobap. These questions are intended to maintain or strengthen social relationships between Doobydobap and the audience, not to convey new information or provide instructions, leading to social interaction between the speaker and the audience. Therefore, the researcher categorizes them into **phatic functions**.

In the monologue above, Doobydobap uses a colloquial style with simple, easy-to-understand word choices. The colloquial style here aims to create an intimate atmosphere between Doobydobap and the

audience. Apart from that, the colloquial style here also supports phatic functions. The phatic function is an expression that contains solidarity and empathy towards other people, in this context, the audience. Using the phatic function here is to build or strengthen social relationships, not convey new information. So, using a colloquial style, the audience can easily understand the meaning of questions containing this interaction.

## B. DISCUSSION

In this section the researcher will continue the discussion session by answering three specific research questions that describe the findings of this research. The three research questions are: (1) What are the types of language styles used by food reviewers in TikTok videos, (2) What are the types of language functions used by food reviewers in TikTok videos, (3) How do the language style effect the language function used by food reviewers in TikTok videos. First, the researcher will show the type of language style used by food reviewers on TikTok using the theory of Mandell & Kirszner (1982) which shows four language styles, slang style, colloquial style, formal style, and informal style.

<b>The Objects</b>	<b>Datum</b>	<b>Findings</b>
Karissa's Videos	28	27 Colloquial Style 1 Slang Style
Doobydobap's Videos	28	26 Colloquial Style 2 Slang Style

In the findings section, the researcher found 28 data from Karissa, which showed the use of colloquial styles, as much as 27 data, and 1 data finding showed slang style. Meanwhile, for the Doobydobap videos, the researcher found 28 data

points, 26 data findings using colloquial style, and 2 data findings showing the use of slang. This research reveals that the language styles most often used by food reviewers on the TikTok application are colloquial and slang styles. This means that when food reviewers share their reviews, they more often use casual and easy language for the general public to understand, which is often used in everyday conversation. They also insert several slang terms or modern language that are popular among social media users.

The two food reviewers showed similar patterns in their language use. They generally use colloquial style as the main language style when conveying their reviews. However, they also add elements of slang style for emphasis or to make their reviews sound more relaxed and appropriate to TikTok's predominantly young audience. Combining these two language styles allows them to sound more familiar and engaging to their audience, ultimately making their reviews more relatable and memorable.

According to Mandell and Kirszner's (1982) theory, the colloquial language style is a more relaxed and communicative form. This style usually reflects an everyday way of speaking that is less formal and easier for listeners to understand. Because this language style is more relaxed, it often creates a friendly and comfortable atmosphere between speakers and audiences. In the context of food reviews, Karissa and Doobydobap usually use this colloquial language style to review food. This language style aims to make communication between them and the audience more fluid so that a more natural closeness is built.

Meanwhile, slang is also often used in everyday conversation, but with added elements of modernity and creativity. Slang usually involves words or phrases popular in certain circles, giving it a more energetic, colorful, and expressive impression. For food reviewers like Karissa and Doobydobap, the use of slang in their reviews adds a

dynamic and interesting impression, creating a livelier conversational feel. This helps build familiarity between reviewers and the audiences because the language used feels more personal and relevant to modern language trends.

In this study, the researcher did not find the use of formal or informal language styles. Formal language is typically used in serious contexts, such as news writing, scientific papers, and other official events that require structured, careful communication with standard vocabulary. On the other hand, informal language is often used in everyday communication, though it could be more casual. While more relaxed than formal language, informal language maintains structure and avoids overly casual expressions. In this context, neither formal nor informal language styles were found in the language used by food reviewers on TikTok. This indicates that food reviewers on the platform tend to adopt a more relaxed and conversational style, distinct from formal and serious tones. They prioritize creating a casual, entertaining, relatable atmosphere that resonates with their audience. As a result, the language used is more relaxed and spontaneous, featuring familiar expressions and incorporating trendy phrases or popular slang from social media.

This research is based on various references from previous research literature. In the analysis, some comparisons show similarities and differences with previous studies, which strengthens the relevance and significance of the results of this research in a broader context. The results of this research are similar to those of a previous study, which shows that the colloquial language style is the most dominant language style used by food reviewers on the TikTok platform, like research conducted by Sinurat and Herman (2021), who found a similar phenomenon in a different context, namely examining the use of language styles in millennial generation Instagram captions. The research results show that the most often used language style is casual.



The similarity in the results of these two studies can be explained by the similarity of the object of study, namely social media, which tends to encourage the use of a more relaxed and familiar language style. In other words, on both TikTok and Instagram, social media users seem more comfortable communicating in everyday language that is easy to understand, which can create a more intimate atmosphere.

The results of language style analysis in this research show that the language style used by food reviewers on the TikTok platform is colloquial style followed by slang style. These results show differences from previous research, such as research by Trioktaviani (2019), which examined the analysis of language styles used in bedtime stories in free online children's books. This research reveals that informal language style is most often found in storybooks. These findings indicate a significant difference with the research currently being conducted. The research currently being undertaken focuses more on using a colloquial style, which is more dominant in oral reviews, where the choice of words and expressions tends to be more relaxed and spontaneous.

Meanwhile, previous research focused more on using language styles in written form. This style of written language is generally more structured and formal and tends to follow strict grammatical rules. Therefore, the results of using language styles in the two studies differ.

Apart from that, Widyaishwara (2022) researched the use of language styles in the Sister English Course. The results of this research show that students in the sister course use all types of language styles: frozen, formal, consultative, casual, and intimate. Another research object is Al Fathin's (2022) study, which focuses on language styles in Black Mirror season 3. The results show that the film also uses all types of language styles, with the casual style being the most dominant.

Both studies produced different findings from this research. In this research, only two language styles were used: colloquial and slang. This difference is caused by the research object being a single reviewer who tends to focus on food or drink reviews, of course, with the tempo and rhythm of speech being controlled by only one person in each video. This makes the review presentation more structured and consistent because there are few variations in speaking styles from other speakers. In contrast, Widyaishwara's (2022) research involved many people, so variations in the use of language styles became more diverse. As Fathin's (2022) research, the object is filmed with various topics and dialogue carried out by many actors, resulting in more significant and varied language styles.

The previous study, Hidayah (2024), examined the language styles used in Indonesian and English online media. This research shows that formal language style patterns are more dominant in Indonesian online media. In contrast, English online media shows variations in the use of slang and informal and formal styles. Both studies show significant differences from this study. In this research, the object studied is a form of oral speech taken from a video review on TikTok.

Meanwhile, in the previous study, the object of study was text. This difference causes the analysis results to be different because the use of language in the form of speech or dialogue tends to be more relaxed, spontaneous, and less formal than the use of language used in written texts, which are generally more formal and structured.

After discussing the first research question, the researcher entered the second research question, "*What are the types of language functions used by food reviewers in TikTok videos.*" The researcher used the language functions theory by Holmes (2013) to answer this question. Holmes states that language functions are divided into six categories: expressive, directive, referential, metalinguistics, poetic, and phatic.

The Objects	Datum	Findings
Karissa's Videos	28	16 Expressive Functions 5 Directive Functions 64 Referential Functions 2 Metalinguistic Functions 3 Poetic Functions
Doobydobap's Videos	28	18 Expressive Functions 2 Directive Functions 47 Referential Functions 3 Poetic Functions 6 Phatic Functions

The researcher found 28 data from Karissa's and Doobydobap's videos. In Karissa's videos, the researcher found 16 data findings using expressive functions, 5 data findings showing the use of directives, 64 data findings showing referential functions, 2 data findings showing metalinguistic functions, and 3 data findings showing poetic functions. Meanwhile, for Doobydobap's videos, the researcher found 18 data findings that used expressive functions, followed by 2 data findings that used directive functions, 47 data findings that showed the use of referential functions, 3 data findings that used poetic functions, and 6 data findings that used phatic functions.

The findings indicate that food reviewers use all language functions outlined in Holmes' theory. However, the frequency of each function varies, with the referential function being the most prominent and followed by the expressive function. This dominance is seen in the videos of two food reviewers, Karissa and Doobydobap, because the primary goal of their content is to provide clear, accurate, and helpful information for their audience. Their reviews include detailed descriptions of food, drinks, flavors, textures, and even prices, helping viewers to understand the products being discussed better. Meanwhile, the expressive function is used to convey food reviewers' emotions, feelings, or opinions. They tend to share whether they like the

food or not and express their satisfaction or disappointment. This makes the referential and expressive functions often found in these reviews.

Language functions other than referential and expressive are rarely found in video reviews. Phatic, poetic, metalinguistic, and directive functions tend to be less frequent than referential and expressive functions. Phatic functions are usually only used to open and close the video. Although it is present in the video, its use is limited to only the opening and closing parts. Furthermore, the poetic function focuses on the beauty of language and the use of artistic language styles. However, in the food review context, the information conveyed's clarity is prioritized so that this function can be more prominent. The metalinguistic function only appears when language is used to talk about language itself. This is rarely found in food reviews because the main emphasis is on the content of the product or the thing being discussed rather than on explaining linguistic terms or vocabulary. The directive function in food reviews is usually used to direct the audience to buy or try the product being reviewed. However, in video reviews, content creators more often give advice or recommendations indirectly through opinions rather than giving orders directly, so the directive function tends not to be dominant.

The analysis of the language functions used by the two food reviewers, Karissa and Doobydobap, shows significant differences. In Karissa's videos, the phatic function, which aims to express solidarity and empathy, was notably absent. According to Holmes's theory, phatic function refers to expressions that show an attitude of solidarity and empathy; this includes expressions like greetings or phrases that encourage social interactions. Karissa's approach focuses more on delivering objective information about the food, offering detailed descriptions and in-depth reviews without

incorporating social cues, such as dialogue or greetings, to the audience. As a result, the phatic function does not appear in her videos.

On the other hand, the language function used in Karissa's videos differs from the Doobydobap's videos. She often uses the phatic function in her videos, which is evident in how she engages the audience with a warm greeting at the beginning of each video, helping create a sense of emotional connection. However, the Doobydobap's videos show a notable absence of the metalinguistic function. The metalinguistic function refers to language activities that include comments or additional explanations about the language. In Doobydobap's videos, this function could be more prominent because she prefers to convey her reviews through idioms or typical expressions directly related to the experience of tasting food. She focuses on sharing the flavors and culinary experiences without the need to explain or elaborate on the language she uses.

The results of the language function analysis in this study indicate that food reviewers utilize a range of language functions, which are dominated by referential language functions. These results show the difference from previous studies, such as the study by Trioktaviani (2019), which examined the use of language functions in bedtime stories from free online children's books. The results of this research state that the functions of language used in bedtime stories are expressive, directive, referential, and phatic but did not identify metalinguistic and poetic functions. This difference in these studies is due to the unequal study patterns between the two studies, which are caused by differences in the objects studied. Additionally, research by Syahputra & Widayarti (2023) examined the use of figurative language by food reviewers on the TikTok application as a promotional strategy. Their research is similar to this research, focusing on analyzing the food reviewers on the TikTok application. Syahputra &

Widayarti's study concentrated on the use of figurative language. The research used figurative language theory, and the research results will also differ from this research. The results show that figures of contradiction (hyperbole) are more often used in reviewing food.

In contrast, this research is more concerned with analyzing the general language functions employed by food reviewers. The findings of this study show that the referential function is the most commonly used language function among food reviewers. This function is prevalent because reviewers often present factual and objective information about the food or drink they are reviewing, such as taste, texture, ingredients, and price. Detailed and informative descriptions can directly impact promotional strategies by providing a more transparent, more informative picture of the product, thus helping consumers make informed decisions based on the reviews provided.

The findings of this research indicate that the most dominant language function used by food reviewers on the TikTok platform is the referential function. These results show similarities with the findings of several previous studies. Kanaza (2020) examined the use of language functions in Meghan Markle's speech. The research indicates that the language functions used by Meghan Markle in her remarks are referential functions and connotative functions, followed by emotive, phatic, and poetic functions. Similarly, Khalid (2023) examined the use of language function in Zia Mohyeddin's speech. This research shows that the language function most frequently used in speech is the referential function, followed by emotive, meta-lingual, and poetic functions. These two previous studies are similar to this research; they found that the referential function is the most dominant language function used. This is because the three studies have the same aim: to convey information to the

audience. In other words, the referential function dominates in all three studies because it aims to convey facts or information clearly and directly to the message recipient.

After analyzing the types of language styles and language functions used by food reviewers in TikTok videos, the researchers continued the analysis by answering the third research question, "*How does the language style affect the language function used by food reviewers in TikTok videos?*"

Language style has a vital role in conversation because the environment or context dramatically influences the choice of language style. For example, when talking to the president or in a serious situation, we use formal language. On the other hand, in more relaxed situations and when talking to familiar people, such as family or friends, we usually use a colloquial or informal language style. This was also found in the analysis of this study, in which both food reviewers used colloquial language style and slang, with a more dominant colloquial style. Using a colloquial language style aims to create an atmosphere familiar to reviewers and audiences. Not only does it create closeness, but this language style also makes it easier for the audience to understand the content of the delivered review. When the audience can understand the content well, the purpose of the content can be achieved indirectly.

Using this language style also makes things easier—language functions in achieving its goals. Language functions aim to fulfill various human communication needs. Language is not only used to convey information (referential function) but also to express feelings (expressive function), build relationships (phatic function), beautify language (metalinguistic and poetic function), and influence others (directive function). By using language that is easy to understand, such as colloquial language, the purpose of the language function will be easier to achieve.

In this research, appropriate language style allows language functions to be conveyed effectively. For example, using a colloquial language style combined with a referential function helps the audience understand the information conveyed more easily. This shows that language style significantly influences the successful function of the language used in communication.

It can be concluded that the use of appropriate language styles—in this case, colloquial styles—plays an important role in supporting language functions. A relaxed and easy-to-understand language style not only helps convey information more effectively but also creates emotional closeness between the reviewer and the audience, improving communication, effectiveness, and impact.



## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter consists of conclusions and suggestions. In this chapter, the researcher provides conclusions and recommendations based on the answers to the research questions, explaining the types of language styles and language functions used by food reviewers on the TikTok application.

#### A. Conclusion

This study analyzes the language style and function used by food reviewers in the TikTok application. It involved two food reviewers with different backgrounds: Karissa Dumbacher from America and Doobydobap from South Korea. To analyze the use of language style, the researcher used the language style theory from Mandell & Kirszner (1982), while the language function is explained based on Holmes' theory (2013).

The results of the language style analysis show that out of 56 data analyzed, 53 use colloquial style while the remaining three use slang style. The most dominant language style is the colloquial style. This is because, when sharing their reviews, food reviewers tend to choose casual language that is easy for the general public to understand and is often used in everyday conversation. The second language style is slang, which helps create a relaxed tone that resonates with the TikTok audience, primarily young people. Combining these two styles enables food reviewers to sound more relatable and engaging, making their reviews easier for the audience to understand and remember.

Meanwhile, for the study of language functions, the researcher found 111 data used referential functions, 34 data used expressive functions, 7 data used directive

functions, 6 data used poetic functions, 6 data used phatic functions, and 2 data used metalinguistics. The referential function was the most dominant language among the two food reviewers. This is because these creators produce review videos designed to convey accurate, precise, and helpful information for the audience, including descriptions of food, drinks, taste, texture, and price. The audience can easily understand the reviews provided with this complete and structured information.

Based on both results, the two food reviewers exhibit similar language usage patterns in their reviews. This similarity suggests that, although they come from different cultural and environmental backgrounds, these factors do not significantly influence their language style. In other words, how they deliver their reviews is more influenced by personal preferences or general trends in food reviewing rather than direct influences from their culture or environment.

## **B. Suggestion**

This study has several limitations. The researcher focuses only on analyzing the language style and function in food reviews from America and South Korea without discussing cultural elements. Therefore, the researcher only uses two main language styles and function theories. Some data may need more detail, making it easier for readers to understand the information thoroughly. Nevertheless, the researcher has made every effort to present the findings.

Based on this study, the researcher suggests that further research expands the scope of discussion of language style and function using a sociolinguistic approach. Future research can also combine various theories of language style, including intercultural elements, to obtain more diverse and comprehensive results.

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## CURICULUM VITAE



**Illiyya A'izzatin Salma** was born on March 11, 2002, in Pati. She is the second of three children of Azizuddin and Siti Aminah. She graduated from MA NU Banat Kudus in 2020. The same year, she began her higher education at the Department of English Literature at UIN Maulana Malik Ibrahim Malang, completing her studies in 2024.

During her time at the university, she also stayed at PP. Imam Ad-damanhuri. She actively participated in various activities, including organization, studying religious knowledge, reading classical Islamic texts, public speaking, and entrepreneurship. Additionally, she joined the IPNU IPPNU organization within the Faculty of Humanities and the PK IPNU IPPNU UIN Malang.

## APPENDIX

### 1. Karissa's Videos

NO	UTTERANCES	TYPE OF LANGUAGE STYLE & LANGUAGE FUNCTION
1.	Everything I ate at MC Donald's in Singapore.	Colloquial Style Referential Function
2.	Everyone keeps telling me to come try the Mc Spicy. (a) And then I saw they had Mc Shaker fries, which we don't have in the States. (b) I wanna shake all my fries now. (c) Oh my gosh they were so flavorful like salty and smoky. (d) (it) So much better than regular fries. (e) And then I dip them in theory thick chili sauce. It's so good. (f)	Colloquial Style (a). Referential (b). Referential & Metalinguistic (c). Referential (d). Expressive & Referential (e). Referential (f). Expressive
3.	Anyway, here she is in all of her glory, the double Mc Spicy. (a) So, they make it with chicken thighs. (b) So, it's actually like really juicy. (c) And the bun is all buttery and toasted. (d) And it's decently hot. (e) Like it has a lot of flavor. (f) I'd say it definitely lives up to the hype. (g)	Colloquial Style (a). Poetic & Referential (b). Referential (c). Referential (d). Referential (e). Referential (f). Referential (g). Poetic
4.	I also saw they had Oreo cheesecake, which was one of my all time favorite desserts, but this one was just okay. (a) It was kind of dry and it didn't have a ton of flavor or like crunch, but that's okay. (b)	Colloquial Style (a). Referential & Metalinguistic (b). Referential & Expressive
5.	Because look at this beautiful strawberry pie. (a) It was crispy and warm and full of that gooey sweet strawberry filling. (b) And I bet it's even better with soft serve. Yum (c)	Colloquial Style (a). Directive & Referential (b). Referential (c). Referential
6.	And then I got their Chicken Mc Crispy. (a) Because I wanted to try it with the curry sauce. (b) And while the chicken was actually really good, the sauce wasn't amazing. (c) It was like so super sweet, but it didn't have a ton of curry flavor. (d)	Colloquial Style (a). Referential (b). Referential (c). Referential (d). Referential
7.	But this caramel Oreo Frappuccino was delicious. (a) It was so creamy and sugary. (b)	Colloquial Style (a). Referential (b). Referential
8.	And that's all for today	Colloquial Style Referential Function
9.	Only eating at Jollibee for a full day.	Colloquial Style Referential Function
10.	I don't know why this spicy chicken Joy has been all over my for you page. (a) But I had to get some. It comes with this thick savory gravy. (b) And it's literally the best fast food fried chicken I've ever had. (c) Like it's so crispy and juicy and the gravy adds so much flavor. (d)	Colloquial Style (a). Expressive (b). Referential (c). Expressive (d). Referential (e). Referential

	And my only thing is it could be a little spicier. (e)	
11.	And then you gotta mix up the palabok to get all the flavors in that pork and shrimp sauce. (a) And the rice noodles are so soft, they just melt in your mouth and it's salty in the best way. (b)	Colloquial Style (a). Directive (b). Referential
12.	And of course you gotta get the spaghetti. (a) And if sweet cheesy hot dog spaghetti doesn't sound good to you, you just have to try it. (b) There's something magical about the sugary sauce with the savory meat. (c) And the cheesy noodles, it's so good okay. (d)	Colloquial Style (a). Directive (b). Directive (c). Referential (d). Expressive
13.	And then I had to start with the peach mango pie, because it's so good. (a) It's like juicy and the filling is like super sweet really warm and mangoy and it's perfectly crispy. (b) I could eat 5 of them. (c)	Colloquial Style (a). Referential & Expressive (b). Referential (c). Referential
14.	And then I came back later to try the burger steak, which is smothered in this buttery mushroom gravy. (a) And I wasn't expecting the burger to be so soft and tender and rich. (b) It was actually incredible. (c)	Colloquial Style (a). Referential (b). Referential (c). Expressive
15.	And the adobo rice with the mushroom gravy. Game changer. (a) It goes so well with the garlicky pork. (b)	Colloquial Style (a). Referential & Poetic (b). Expressive
16.	And I got the spicy chicken deluxe sandwich. (a) They give you the thickest piece of chicken, which is so crunchy, not quite as juicy as the chicken joy. (b) And the bun was a little dry, but the Sriracha Mayo was delicious. (c)	Colloquial Style (a). Referential (b). Referential (c). Referential
17.	And the coconut pineapple pie was chunky. (a) It had these big pieces of coconut and the pineapple was super sweet. (b) I still think I prefer the mango. (c)	Colloquial Style (a). Referential (b). Referential (c). Referential
18.	And I've never tried their fries before. (a) They definitely give McDonald's like nice and salty. (b)	Colloquial Style (a). Referential (b). Referential
19.	Only eating at 7/11 for a full day.	Colloquial Style Referential Function
20.	For breakfast I got the sausage biscuit that you microwave for 30 seconds. (a) And it smelled really buttery. (b) It was pretty fluffy too but it definitely could have used like some cheese or an egg or just something to add a little flavor. (c)	Colloquial Style (a). Referential (b). Referential (c). Referential
21.	And look at this bakery selection, like they had a lot of options. I got this blueberry cake donut that had this really thick glaze. And it was actually really moist. It could have had a stronger blueberry flavor though.	Colloquial Style (a). Directive (b). Referential (c). Referential (d). Referential
22.	And oh my gosh they had this peanut butter and jelly cappuccino that literally tasted like a pb&j. (a) Like it was so sweet and nutty and like creamy. (b) I don't know I kind of loved it. (c)	Colloquial Style (a). Expressive & Referential (b). Referential (c). Expressive
23.	And I went back for lunch.	Colloquial Style Referential Function
24.	And the only pizza they had was this leftover breakfast pizza from the morning. (a)	Colloquial Style (a). Referential

	And it was just so doughy. (b) The sausage was nice and savory but the cheese just kind of tasted old. (c)	(b). Referential (c). Referential
25.	They had these cookies that looked kind of fire though. (a) So I got this caramel one and it was so chewy and sweet. (b) It had this nice sugary caramel flavor, it was like actually delicious. (d)	Slang Style (a). Referential (b). Referential (c). Expressive
26.	Of course I got a slurpee. (a) I mixed the mountain dew and the blue raspberry flavors. (b) And it was so sweet and sour I love slurpees. (c) They just remind me of my childhood, you know. (d)	Colloquial Style (a). Referential (b). Referential (c). Expressive (d). Referential
27.	And I thought these mini tacos were so cute. (a) Sadly, they didn't have any queso to dip them in and the filling was kind of a questionable texture, but that's okay. (b)	Colloquial Style (a). Expressive (b). Expressive
28.	Because I also got one of these cute little mini cheesecakes, I tried this turtle one that was thick and chocolatey and crunchy. (a) And the crust was pretty buttery too. (b) Honestly probably the best thing I had all day. (c)	Colloquial Style (a). Referential (b). Referential (c). Expressive



## 2. Doobydobap's Videos

NO	UTTERANCES	TYPE OF LANGUAGE STYLE & LANGUAGE FUNCTION
1.	Anyeong Doobies. (a) I'm back with another series of everything I ate at McDonald's Singapore Edition. (b)	Colloquial Style (a). Poetic (b). Referential
2.	Singapore has diverse and affordable street food options. (a) So I want to see how McDonald's would compare. (b)	Colloquial Style (a). Referential (b). Referential
3.	Starting off with some refreshment ice Himalayan tea latte, imagine a chai latte through a 7-Eleven slushie machine, topped off with whipped cream and cinnamon. (a) 7 out of 10. (b)	Colloquial Style (a). Referential (b). Referential
4.	When you order a set meal you can order a side of either fries or wait for it. (a) Sweet corn cup, it also came with some butter prepared like how I love my men to be whipped. (b) Add the butter, shake it around and oh my God. 9 out of 10. (c)	Slang Style (a). Referential (b). Referential & Expressive (c). Directive & Expressive
5.	Next is the honey soy McCrispy chicken. (a) I love the glaze, but the meat was super dry like your mom pu-. (b) I'm gonna to stop here, 5 out of 10. (c)	Slang Style (a). Referential (b). Referential & Expressive (c). Referential
6.	I had to regain some moisture back by dipping in curry sauce. (a) And oh man the spices subtle touch of sweetness were really nice compliment immediately boosted the chicken up to an 8 out of 10. (b)	Colloquial Style (a). Referential (b). Expressive
7.	Honey butter McShaker fries reminded me of Korean honey butter chips but I hate chips that are sweet not savory so 2 out of 10	Colloquial Style Referential Function
8.	Had to chase it down with a lychee oolong frappe taste like your grandma's car air freshener so 2 out 10	Colloquial Style Referential Function
9.	Buttermilk crispy chicken. It has red cabbage slaw and pineapple. (a) As a closeted guilty Hawaiian pizza lover. I give this secretly an 8 out of 10. (b)	Colloquial Style (a). Referential (b). Expressive & Referential
10.	For dessert coconut pie (a) Sus for McDonald's for hyphenating between cocoa and nut, but I understand why cause it did taste like someone nuted in it. (b) 4 out of 10 for McDonald's for being shady. (c)	Colloquial Style (a). Referential (b). Expressive (c). Referential
11.	So that's everything I ate. (a) Where should I try next? (b)	Colloquial Style (a). Referential (b). Phatic
12.	Today I'm at Jollibee.	Colloquial Style Referential Function
13.	A quick shout out to Tess for being an OG camera woman. (a) I swear she wasn't held hostage. (b)	Slang Style (a). Expressive (b). Referential
14.	I haven't had Jollibee's in over 6 months. (a) And I was really craving the mango and Ube pie. (b) "But we don't have the Pie" but Life Goes On. (c)	Colloquial Style (a). Referential (b). Expressive (c). Referential
15.	First up good old fried chicken. (a)	Colloquial Style

	And look at the fry on the chicken. (b) I got the thigh piece, because thick thighs save lives. And look at the fry on the chicken. (c) You know it's gonna be good when your Fried Chicken looks like your mom's knees on the carpet, crunchy, juicy and perfectly seasoned much better than Colonel Sanders. (d)	(a). Referential (b). Directive (c). Referential & Expressive (d). Referential
16.	And I also got a spicy chicken burger, you want some? or okay. (a) This is definitely one of my favorite Burger. (b) It's packed with heat and it really hits you in the face. (c)	Colloquial Style (a). Referential & Phatic (b). Expressive (c). Expressive
17.	A quick pineapple juice and French fries smoke break.	Colloquial Style Referential Function
18.	And onto our next entree spaghetti. (a) This is a Filipino spaghetti and it's made with banana ketchup condensed milk and Vienna sausages. (b) Very sweet and tangy, which might sound weird. (c) But it really hits the spot once in a while. (d)	Colloquial Style (a). Referential (b). Referential (c). Referential (d). Expressive
19.	For dessert, mango coconut ice cream. (a) I still like the pie better, but this was also very good. (b)	Colloquial Style (a). Referential (b). Expressive
20.	So that was everything I ate at Jollibee's. (a) What's your favorite fast-food chain in order? (b)	Colloquial Style (a). Referential (b). Phatic
21.	Today I'm going to get lunch from 7-Eleven Korea.	Colloquial Style Referential Function
22.	When you walk inside you have a vast selection of cup noodle brands to choose from. (a) I went with Sesame Ramen today, because it's my favorite cup noodle flavor. (b)	Colloquial Style (a). Referential (b). Referential & Expressive
23.	Then I headed over to the refrigerated section, and got tuna Mayo onigiri. (a) I also got a soft-boiled egg for protein. (b) For Beth, I got banana milk. Everything was around \$5. (c)	Colloquial Style (a). Referential (b). Referential (c). Referential
24.	I sat down prepared my Ramen, so my favorite part about this Ramen is the dehydrated egg block. (a) It makes the soup extra eggy, which I love and you can top it off with the spicy sesame oil. (b)	Colloquial Style (a). Referential (b). Referential & Expressive
25.	Next, I had the tuna mayo onigiri. (a) It's super simple and it's my ultimate go-to when I'm in a hurry. (b) This was even better when dunked into the ramen broth. (c)	Colloquial Style (a). Referential (b). Referential (c). Referential
26.	Next, I had some eggs and for some reason my mom thought that it was funny to crack it on my head abuse. (a) The yolk was super orange and slightly jammy in the center and perfectly salted. It was so good. (b)	Colloquial Style (a). Referential (b). Referential & Expressive
27.	For dessert, banana milk. (a) Tasted like childhood if you're ever running in a hurry or want an affordable meal so convenient. (b)	Colloquial Style (a). Referential (b). Referential
28.	What's your favorite snack from your local convenience store?	Colloquial Style Phatic Functions