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## **SPEECH STYLES USED FOR CELEBRITY GUESTS AND POLITICIAN GUESTS IN CLOSE THE DOOR PODCAST**

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### **Abstract**

Podcast video is currently famous to this day, especially the one hosted by Deddy Corbuzier, called “Close the Door”. It always brings the latest trending topics from famous people such as athletes, gamers, politicians, and celebrities. Since Deddy Corbuzier has a wide range of guests, it is a must for him to switch his speech acts every time he talks to different people. Thus, to see Deddy Corbuzier's ability to switch speech acts, this study aims to find out the types and the frequencies of speech styles used, specifically to the politician and celebrity guests. The analysis is based on the theories of speech style proposed by Chaer and Agustina (2010). This research uses a qualitative descriptive approach by collecting the data from the podcast videos and analyzing them in a table consisting of the five speech acts. By using those theories, the writers found that Deddy Corbuzier’s speech styles are changing based on which guests he is talking to, either the politicians or celebrities. Deddy Corbuzier, as a podcaster, uses Consultative Style, Casual Style, and Formal (Deliberative) Style to both of the guests. However, he uses more Casual Style to both of the guests who are politicians and celebrities.

**Keywords:** celebrity, podcast, politician, speech style

### **Introduction**

Podcasts have been growing in popularity over the years, especially during the COVID-19 pandemic which made them receive more time in the spotlight. This is proven by Kumparan because it released its latest version of a survey regarding the number of Indonesian youngsters who enjoy listening to podcasts. It said that 20% of Indonesians had listened to podcasts which makes Indonesia as the country with the most podcast listeners in Southeast Asia. However, the definition of podcast, according to Techopedia, is a type of digital media that is available in a series of episodes or parts and is streamed or downloaded by the end-user over the internet. Podcasts can be delivered via digital media such as audio, video, e-books, and radio broadcasting. Podcasts are used for everything from news and entertainment to education.

Nowadays, podcasts are widely spreading on YouTube. Many Indonesian celebrities are starting their own YouTube podcast, and one of them is Deddy Corbuzier with his podcast segment named Close The Door. Close The Door was first released in July 2019 and is still continuing until now with the total 601 episodes of podcasts so far. It always brings the latest trending topics from famous people such as athletes, gamers, business people, politicians, and celebrities. Since Deddy Corbuzier has a wide range of guests, it is a must for him to switch his speech acts every time he talks to different people.

Therefore, the writers are interested in carrying out the topic, speech style, because every person does not always speak in exactly the same style. This study aims to find out the types and the frequencies of speech styles used by Deddy Corbuzier as the host of Close the Door Podcast, specifically to his politician and celebrity guests. While conveying messages, giving information, or expressing something, each person always has a different speech style. When people talk differently to other people from different social backgrounds, it means they are adapting or accommodating our language to our audience (Janet Holmes, 2013). Meanwhile, according to Chaer and Agustina, speech style itself is divided into five styles; Frozen, Formal, Consultative, Casual, and Intimate. The analysis is focused on the context of the situation subject in Close the Door Podcast. The writers use the theory proposed by Chaer & Agustina's (2010) inspired by Martin Joos (1976; 153) in *The Five O'clocks Book* which discusses five styles of language. There are *ragam beku* (frozen style), *ragam resmi* (formal style), *ragam usaha* (consultative style), *ragam santai* (casual style), and *ragam akrab* (intimate style). Frozen style is used in a very formal situation such as in place, church speech or state ceremony, and some other occasions. It is called "Frozen" because it already has a pattern and cannot be changed. It is also intended to be remembered and used in very formal settings such as palace and church ritual, or in a sermon where the people are mostly unknown to others. It means if the frozen style usage of speech depends on the certain form in this case both speaker and hearer do not permit asking a question.

Formal or Deliberative style is a type of language style that is used in situations in which the speakers are very careful about choice of words, sentence structure and pronunciation (Richard (1985; 109)). It is usually used in important or serious situations, such as in scholar and technical reports, classrooms, formal speeches, and sermons. It has three characteristics, namely having a single topic, using a sentence structure that shows less intimacy between the speaker and hearer, and using standard forms. Formal style is used in formal situations where the communication is one way communication means there is no interruption. It aims to inform something important, so that sometimes the speaker needs to prepare first. It is artificially explicit in this pronunciation. Consultative Style is a language style that is used in semi-formal situations. Consultative style will show our usual norm to the strangers who can speak our language but their personal character may be different with us (Martin Joos, 1976; 155). It happens in two-ways participation that means it must be a pair conversation. The consultative style can be found in conversation between teacher-students, doctor-patient, and others. This style also can be used in formal situations and informal situations. The structure of the sentences has subject and predicate in every utterance, but some words of vocabulary are non-standard ones. This is because the consultative style is produced in a semi-formal situation. Casual Style based on Martin Joos (1967:155) is a

language style that can be used in informal situations like a conversation between friends, workers, and between students that are busy talking with each other outside the classroom using casual language style. It can be said that casual style is informal language. The vocabulary that is used influences the dialect.

Casual style is characterized by use of slang, which means a non-standard form of word which is known and used by a certain group. This slang word is a prime to indicate the group relationship and it is only used with the group insiders. Intimate style as defined by Martin Joss (1976; 156) is completely a private language that developed in families, lovers, and the closest friends. It means normally the intimate group is paired with the intimate labels like dear, darling, honey, mom, dad, or other nicknames might be used in this situation. Intimate language style excludes public information of course, it is not public assumption, it means that intimate has private vocabularies with the addressee. Intimate style is usually used by participants who have very close relationships, like between close friends. People using intimate style is to express their feelings toward each other and to express their intimate relationship.

### Method

The writers chose two different Close The Door videos with the aim of analyzing Deddy Corbuzier's speech style when he talks to different guests with different social backgrounds. Specifically, the writers have classified the guests' social backgrounds into two. One is for the politician guest who is Prabowo Subianto with the title *HABIS SEMUA!! PRABOWO PERDANA BICARA!! EXCLUSIVE - Deddy Corbuzier Podcast*, and the other one is for the celebrity guest who is Uya Kuya with the title *KOK LOE MARAH YA!? SETINGAN GW BUKA!? - Uya Kuya - Deddy Corbuzier Podcast*. Since the aim of this study is to focus on the social background differences, these two different guests are found to have the same gender and similar range of age, which is older than Deddy Corbuzier.

Table 1. Table of analysis of Deddy Corbuzier's speech styles as the host of close the door podcast

No	Utterances	Speech Styles				
		Frozen	Formal	Consultative	Casual	Intimate

The writer will use a qualitative descriptive approach by collecting the data from the two podcast videos and analyzing them in a separate table consisting of the five speech acts. With the table above, the writer will identify what speech style the Deddy Corbuzier produces by putting a tick (on one of the columns in the Speech Styles column). The writer identified Deddy Corbuzier's utterances as a certain speech style by looking at the characteristics from Chaer and Agustina (2010) that are primarily about grammar, vocabulary, and pronunciation.

Table 2. Table of findings of speech styles used by Deddy Corbuzier in close the door podcast

No	Speech Styles	Politician Guest Prabowo Subianto	Celebrity Guest Uya Kuya
1	Frozen		
2	Formal		
3	Consultative		
4	Casual		
5	Intimate		

After analyzing the two videos, the writers found the similarities and/ or differences of Deddy Corbuzier’s speech style when talking to politicians and celebrity guests. The writers will use the result of the analysis in Table 1 and then compare the two of them. After classified the data, the writers will count the speech styles that occurred in each video. First, the writers will count the total number of utterances from Deddy Corbuzier in the two podcast videos. Next, the writers will count the number of utterances in each speech style. In counting the percentage for each type of speech style, the writers would use this following formula:

$$\frac{\text{Utterance's frequency}}{\text{Utterances in total}} \times 100\%$$

Then, the writers put the result into the Tabel 2 to compare the two videos. They use the table in order to find the types and the frequencies of speech styles, also to see the differences and/or similarities in the types and frequencies of speech styles used by Deddy Corbuzier as the host of Close The Door to his politician guest and celebrity guest.

### Findings and Discussion

Table 3. Table of findings of speech styles used by Deddy Corbuzier in close the door podcast

No	Speech Styles	Politician Guest Prabowo Subianto	Celebrity Guest Uya Kuya
1	Frozen	0%	0%
2	Formal	3,26%	0%
3	Consultative	24,46%	18,46%
4	Casual	71,74%	52,82%
5	Intimate	0,54%	28,72%

The result provided in Table 3 shows that the most used speech style by Deddy Corbuzier, as the host of Close the Door Podcast, is Casual Style for both of the guests with a total 71,74% in the politician guest and 52,82% in the celebrity guest. The second one goes to Consultative Style with a total 24,46% in the politician guest and Intimate Style with a total 28,72% in the celebrity guest. The third goes to Formal Style with a total 3,26% in the politician guest and Consultative Style with a total 18,46% in the celebrity guest. The fourth goes to Intimate Style with a total 0,54% in the politician guest. In the celebrity guest, there are two styles which result in 0%, specifically are Frozen Style and Formal Style. Whereas, the result of Frozen Style is also 0% in the politician guest.

### *Casual*

From five speech styles found in both of the podcast videos, casual is the most dominant speech style that is used 71,74% with the politician guest and 52,82% with the celebrity guest. Casual language style based on Martin Joos (1967:155) is a language style that can be used in conversation with informal situations like a conversation between friends, workers, and between students. Although Deddy Corbuzier and Prabowo Subianto are not friends or colleagues, they still can communicate with each other using casual style. Since the occasion was for an informal podcast episode, Deddy Corbuzier, as the host, is able to talk casually to Prabowo Subianto, as a politician, which happens to be a formal job. For example, Deddy Corbuzier could give some daily questions such as “Tapi tiap hari minum kopi gitu malem pak?,” “Eh tapi kalo jadi pak Prabowo tidur jam berapa pak?,” and “Dan kalo bapak tidur 10 menit gitu, bangun seger?”. Casual style also can be used to the celebrity guest because podcast is an informal talk. Deddy Corbuzier, as the host, even uses a more casual language with Uya Kuya, as the celebrity guest. For example, “Oke tapi lu ngapain tiba-tiba minum kertas krep?,” “Halah, orang lu aja olahraga disuruh bini lu,” and “Lu bukan BA nya nih..bener?” Deddy Corbuzier and Uya Kuya actually show their close relation in the episode, but they tend to use casual style as the most dominant language because it will be consumed by millions of people.

### *Consultative*

In the politician guest podcast, Consultative Style is the second most used speech style by Deddy Corbuzier in the podcast. Consultative Style is a language style that is used in semi-formal situations. This style will show our usual norm to the strangers who can speak our language but their personal character may be different with us (Martin Joos, 1976; 155) which means it can be seen in a conversation between minimum two person or two-ways communication. The politician guest may have differences in background and status than Deddy Corbuzier. However, this podcast wants to convey a message in a casual and simple way even though the topic may be too hard or too formal for some people to understand. Therefore, Deddy Corbuzier, as the host, tried to use this style with Prabowo Subianto, the Minister of Indonesian Defense, in order to respect the minister. Besides, he wants the podcast to not be boring for the listener and they can get the message from this podcast episode easily. For example, “Tapi, artinya, ketika Pak Jokowi bisa mengambil keputusan itu, dia juga menurunkan egonya juga, sama-sama menurunkan egonya.”, “Tapi, masuk akal ga, sih? Maksudnya gini pak, kan gak nutup mata. Maksudnya dalam pemerintahan pasti ada korupsi, ada ininya, ada mafianya. Harusnya memang ada dong pak hal-hal seperti itu yang bapak tahu juga?”, and “Pak kalo mau minum dulu, boleh pak, silahkan.” The last utterance showed that Deddy Corbuzier respected Prabowo by letting him drink first after talking for a quite long time. Those three utterances showed that even Deddy Corbuzier and Prabowo Subianto have some differences, they both tried to adjust their speech style in Consultative Style because they were in the semi-formal situation while making the podcast.

Meanwhile, in the celebrity guest podcast, Consultative Style is the third most used speech style with a total 18,46%. This happens because there were some serious or formal topics from Deddy Corbuzier’s podcast with Uya Kuya, as the

guest. Even though Deddy Corbuzier and Uya Kuya are friends, and also have the same background, which is being a celebrity, some serious or formal topics cannot be avoided in the podcast. For example, “Ya, tapi ginilah. Ya, nih kita serius dikit buat orang-orang yang belum merasakan kena Covid, mungkin terakhir gini ya.”, “Oximeter itu berarti SpO2 bukan, ya?”, and “Kadar oksigen dalam darah? SpO2 betul?”

### *Intimate*

Deddy Corbuzier, as the host of Close the Door podcast, tends to use the intimate style with Uya Kuya, as the celebrity guest. Intimate style as defined by Martin Joss (1976; 156) is completely a private language that developed in families, lovers, and the closest friends. So, intimate style is used 28,72% when Deddy Corbuzier talks to Uya Kuya, the celebrity guest, and 0,54% when Deddy talks to Prabowo Subianto, the politician guest. Intimate style is usually used by participants who have very close relationships, like between close friends, just like Deddy Corbuzier and Uya Kuya. They have known each other for years since they both were magicians and now they are working in the entertainment industry as popular hosts. Deddy Corbuzier uses a lot of slang words and also insults Uya Kuya as a joke. This is because Deddy Corbuzier and Uya Kuya already understood each other. Deddy Corbuzier using intimate style is to express his feelings toward Uya Kuya and to express their close relationship. Using intimate style can produce the natural informal atmosphere in the conversation and make both of them closer and more comfortable in communication. For example, “Padahal gua tuh ngarepinnya HIV loh padahal,” “Emang settingan anying,” and “Ya tapi lu kan memang sudah begitu bos, justru kalo anda tidak alay, saya tidak punya bahan, jadi tetaplah alay.” Deddy Corbuzier usually calls Prabowo Subianto with an appropriate address term, which is “Bapak” to respect his rank and power. However, Deddy appeared to call Prabowo Subianto as “Anda” once in this episode, which was “Ya gak mungkin dong minta ganti rugi sama anda gara-gara dikencingin sama kucing.” In this case, Deddy uses the term “Anda” because he wants to melt or break the ice of power difference between the guest and him, but still respectfully. So, that is why he only used it once in a while.

### *Formal*

The result of Formal Style is 3,26% in the politician guest. This means that Deddy Corbuzier chose some words carefully and used standard form while talking to Prabowo Subianto. For example, “Pak, tapi, terima kasih, lho pak. Thank you.”, “It’s an honor for me, kedatangan Pak Prabowo di sini.”, and at the end of the podcast, Deddy Corbuzier said “Merdeka.” Those utterances happened in one way communication to express Deddy Corbuzier’s respect to the politician guest, Prabowo Subianto. In other words, the utterances were less intimacy to show the respect between a citizen to his guest who is a minister and has a higher status. However, the result of this style in the celebrity guest podcast is 0%. This happens because Deddy Corbuzier and Uya Kuya are friends which can be weird if they both used Formal Style while talking. A conversation between friends is better to be in casual or intimate style to show their intimate relationship. It does not require any standard forms or word choices to talk between Deddy Corbuzier and Uya Kuya

because they both have known each other. Besides, the podcast can be more fun and entertaining by using their language style.

### ***Frozen***

From five of the speech styles, frozen style is not used at all to both of the guests by the host of Close the Door podcast, who is Deddy Corbuzier. According to Chaer & Agustina's (2010) said Style which is intended to be remembered and used in very formal settings such as palace and church ritual. Frozen is a speech style that is usually used in very formal situations. It is called "frozen" because it already has a pattern and cannot be changed. Close the Door podcast is always a two-way conversational podcast, so it is unlike the frozen style that is also used in speaking to a single hearer. Since it is a podcast, where the speakers are expected to talk casually, Deddy Corbuzier was not using this speech style to both of his guests. His utterances in the podcast cannot fully be accepted seriously by the hearer. For conversation between friends, it does not use this kind of language variety.

### **Conclusion**

To sum up, by using the five speech style theories, Deddy Corbuzier's speech styles are changing based on which guests he is talking to, either the politicians or celebrities. Deddy Corbuzier, as a podcaster, uses Casual Style, Consultative Style, and Intimate Style to both of the guests. He uses Intimate Style to the celebrity guest more than to the politician guest. He also uses Formal (Deliberative) Style to the politician guest, but not to the celebrity guest. However, he uses Casual Style the most to both of the guests who are politicians and celebrities. This shows that Deddy Corbuzier, as the host, wants to make his podcast fun and entertaining even though some of his podcast's topics may be too hard to understand by some listeners. Deddy Corbuzier uses more Casual Style so that his listeners can understand the topic and get messages easily from his podcast. Some recommendations for the future research because this research still has its shortcomings due to the minimum number of podcasts analyzed. It seems too narrow to judge Deddy Corbuzier's speech style on Close the Door Podcast by analyzing only two podcasts. In the future, it would be better for the future researchers to conduct a similar analysis to more podcasts with different backgrounds and status of the guests, not only the politician and celebrity guests.

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