

AN ANALYSIS OF LANGUAGE STYLE USED BY KIM NAMJOON IN HIS SPEECH IN UNITED NATIONS AT THE 2030 YOUTH EVENT IN 2018

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ABSTRACT

This paper entitled " An Analysis of Language Style Used By Kim Namjoon In His Speech In United Nations In 2018" is a study of the style of language used by Kim Namjoon in his speech at the United Nations. This study uses the style of language proposed by Martin Joos. This study aims to determine the type of language style used in Kim Namjoon's speech at the United Nations. This study uses a qualitative descriptive method by drawing conclusions from the thesis as a source of data. Based on the analysis, it was found that there are types of figurative language that occur in Kim Namjoon's speech at the United Nations. Namely the formal style, relaxed style, consultative style, intimate style and frozen style. There are several factors that influence the choice of language style, namely participants, setting, topic, and function. It can be concluded that he is dominant in using a formal style because of the situation, topic, and audience.

Key Word: Language Style, Kim Namjoon

INTRODUCTION

Language is a communication symbol used by human to interact with other in daily life. According Keraf in Smarapradhipa (2005), providing two language understanding. First, language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitral.

Sikula (2017) says "Communication is the process of transferring information, understanding, and understanding from someone, a place, or something to something, place or someone else." so that the communicant gains influence and experiences changes in behavior in accordance with the communicator.

Human communication is the exchange of information between people by any means, whether verbal (in speech and writing) or nonverbal. Human ability to communicate with one another would not be possible without an understanding of what we are referencing or thinking about. Because human is unable to fully understand another's perspective, there needs to be a creation of commonality through a shared mindset and viewpoint. Besides, human needs language to communicate to each other and also to exchange knowledge, apologize, greet, and command. Regarding to the purpose of using language, there are some variation in language.

Therefore, human should know how to use the proper style in the proper situation. For example, when a person interacts with others, it must occur a communication. Their communication will be influenced by the circumstance or the social context in which they may have different styles of language depends on the social, education, age, and social background. But the context of situation and the context of the culture must be understood,

such as it is public or private, formal or informal, who is being addressed, and who might hear the sentences, it is not enough just to know the style and the meaning of the sentences uttered. According to Barelson and Stainer (2000) communication is the transmission of ideas, emanate ion, skill and so on using symbols, words, pictures, figures, graphics, and others. The act or process of transmission is what is commonly called communication.

Language variation or language variety is the use of language according to user, which vary according to the relationship between the speaker, the interlocutor, and the person who speaks and obeys medium of conversation (KBBI, 2003). In language variations there are similar language patterns, they can be analyzed descriptively, and patterns limited by that meaning are used by speakers to communicate. Language cannot be separated with society. Study of language from social perspective is called Sociolinguistics. sociolinguistics is the study of characteristics variations language, and the relationships among speakers in language communities (Marni, 2016). Sociolinguistics deals with the existence of social factors that have a role in influencing and determining the various linguistic forms used by a speaker. A language already has system and subsystem that can be understood equally by speakers of that language. Even though the speaker is in the same speech community, are not a collection of human homogeneous, then the concrete form of language called parole becomes not uniform or varied. This diversity or variety of languages is not only occurring because the speakers are not homogeneous, but also the activities and the social interactions they do are very diverse (Chaer and Agustina, 2004). According to Llamas (2007:95) “language style is dimension of language where individual speakers have a choice”. People do not always speak in consistently the same way. In fact, people shifting the way we speak constantly as we move from one situation to another. Style is the linguistic idiosyncrasy of an individual. Style is personal. Style in social roles includes expected behavior associated with a particular status. It is more flexible than status and varies also according to the speech situation. Incompatibility of requirements imposed by roles upon individuals may result in a role strain and role conflict.

Based on the explanation above, the writer likes to analyze the English language style found on public speaking by Kim Namjoon. The writer thinks that Kim Namjoon is one of the most famous and influential people in the Korea, because he is the biggest leader from the famous boy band from Korea, BTS (Bangtan Boys) or (Bulletproof Boys Scouts) have known by all the people in the whole world especially among teenagers. The writer takes Kim Namjoon speech on United Nations in 2018. That is interested speech because he spoke full English with a them entitled” *Speak Your Self*” about increase opportunities and investment for young people aged 10 to 24 years. By the speech, he was able to motivate the young generation about self-empowerment and love to show it to the world.

METHODOLOGY

This research, researcher used descriptive qualitative. In this research is library research. Therefore, the researcher takes the data from some literatures in library. In this case, the data from speech by Kim Namjoon in United Nations in 2018. This researcher used qualitative research as a method for uncovering stylistic units. Qualitative descriptive is a method for an object that cannot be measured by numbers or other inexact measurements, observations and descriptions in the form of words or sentences. Qualitative research by developing explanations of social phenomena. According to Moleong (2017) qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by means of descriptions in the form of words and language, in a special natural context by

utilizing various methods natural. A qualitative approach is expected to produce an in-depth description of the speech, writing, and observable behavior of an individual, group, community, or organization and in a certain environment context setting is examined from a complete, comprehensive, and holistic point of view).

RESULT AND DISCUSSION

In this chapter, the researcher analyzed Kim Namjoon's speech in United Nations in 2018. Kim Namjoon is by applying the Martin Joss's theory in Zulaekho (2010) about five language styles. Kim Namjoon, also known as RM or Rap Monster BTS, is the leader of the boy group BTS (Bangtan Boys) or (Bulletproof Boy Scouts) as well as a record producer. Kim Namjoon was born in Ilsan-gu, Goyang, South Korea on September 12, 1994 and has a younger sister named Kim Geong Min. Kim Namjoon or RM studied at Global Cyber University majoring in Broadcasting Performing Arts and had also studied in New Zealand. Kim Namjoon is also known as a very genius K-pop idol. Kim Namjoon has an IQ of 148 and has a TOEIC score of 900 and can speak Korean, Japanese and English.

CONCLUSION

After analyzing the five figurative language in Kim Namjoon's speech, the researcher would like to give some conclusions:

- a) There are five types of language styles that appear in Kim Namjoon's speech at the UN. They are Formal Style, Consultative Style, Relaxed Style, Frozen style and Intimate style.
- b) There are sixty-two data (62) in this research. The analysis is based on five language styles using Martin Joos' theory in Zulaekho (2010). Namely formal style (deliberative style), relaxed style, consultative style, frozen style, intimate style and each style has been analyzed. And the conclusion is all the styles that occur and are used in speech. The types of styles that occur are 28 data of Formal Style, 20 data of Casual Style, 11 data of Consultative Style, 2 data of Frozen style and 1 data of intimate style.
- c) The dominant language style is used by Kim Namjoon's speech with the theme of empowering young people or motivating the younger generation is formal language style.

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