

## LANGUAGE STYLE USED BY ROCKY GERUNG IN INSTAGRAM STATUS

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### **ABSTRACT**

This study dealt with language style used by Rocky Gerung in Instagram status. It was aimed to describe the types of language style and to find out the most dominant language style used by Rocky Gerung in Instagram status. This study was conducted by using qualitative research design. The source of data was @rockygerungofficial in Instagram. The data were analyzed by using descriptive analysis technique by Miles, Huberman, and Saldana. The result showed that there were 3 concepts of language style used by Rocky Gerung in Instagram, namely intimate style, consultative style, and casual style. In addition, there were 9 sentences (42.86%) for intimate style, 9 sentences (42.86%) for consultative style, and 3 sentences (14.28%) for casual style. The consultative style and intimate style were dominantly used by Rocky Gerung in his Instagram status.

**Keywords:** language style, Instagram, Rocky Gerung

### **ABSTRAK**

*Kajian ini berhubungan dengan gaya bahasa yang digunakan oleh Rocky Gerung di status Instagram. tujuan kajian ini untuk menggambarkan jenis gaya bahasa dan menemukan gaya bahasa yang paling dominan digunakan oleh Rocky Gerung di status Instagram. Kajian ini dilakukan dengan menggunakan desain penelitian kualitatif. Sumber data Instagram @rockygerungofficial. Data dianalisis dengan menggunakan teknik deskriptif analisis oleh Miles, Huberman, and Saldana. Hasil menunjukkan bahwa ada 3 konsep gaya bahasa yang digunakan oleh Rocky Gerung di Instagram, yaitu gaya intimate, gaya konsultatif, dan gaya kasual. Sebagai tambahan, ada 9 kalimat (42,86%) untuk gaya intimate, 9 kalimat (42,86%) untuk gaya konsultatif, dan 3 kalimat (14,28%) untuk gaya kasual. Gaya konsultatif dan gaya intimate adalah gaya yang paling dominan digunakan oleh Rocky Gerung di status Instagramnya.*

**Kata kunci :** gaya bahasa, Instagram, Rocky Gerung

## A. Introduction

Style plays an important role conveying a message. The using of style will influence the meaning due to the situation. Moreover, since all individuals and social groups have stylistic repertoires, the styles in which they are recorded must be taken into account when comparing them. Finally, style is the locus of the individual's internalization of broader social distributions of variation. Style is influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks.

The usage of different language style can also be found and observed in social media. Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. One of the very famous social media nowadays is Instagram. It is a social media of communication which encourages the users to argue or give opinion on something directly. Sometimes, the users of Instagram do not have any consideration to argue. This situation makes people argue as easy as they want by their language style. The users of Instagram no matter whether they are men or women have the same opportunity to develop language style in arguing.

One famous public figure in Indonesia who is actively in using the Instagram is Rocky Gerung. Many people like his style in delivering his statements. Rocky Gerung is an Indonesian philosopher, academic and public intellectual. He has taught at the Philosophy Department, Faculty of Cultural Sciences in University of Indonesia and is one of the founders of the Setara Institute. After graduating from his bachelor degree, Rocky taught in the department as a non-permanent lecturer until early 2015. He stopped teaching due to the issuance of Law No. 14 of 2005 which stated that a lecturer is required to have a minimum of a master

degree; whereas Rocky only holds a bachelor degree. He was noted to be teaching courses such as the Seminar on Justice Theory, Political Philosophy, and Philosophy Research Methods. He also taught at the postgraduate program.

Many speech styles are found in his Instagram status. The following is one example which show language style uttered by him.

*“Dungu berarti tidak dapat menghubungkan dua premis sehingga tidak dapat mencapai kesimpulan atau **cacat dalam bernalar**”.*

When Rocky Gerung was at Indonesia Lawyer Club (ILC), he insinuated Adian Napitupulu's utterances which were not logical, so he used *cacat dalam bernalar*. The phrase “*cacat dalam bernalar*” can be categorized into consultative style where a style is used in semi-formal communication. This phrase has the power to provide argument and reinforce the explanation of the meaning of the word “*dungu*”. Consultative style is the most neutral or unmarked of the styles. That is why this example can be categorized into consultative style.

Analyzing the language style by Rocky Gerung could give much information about language style because he is a famous public figure who actively gives comment relating to the political issues, particularly dealing with the election situation. Some of his statements are supposed to be rude by some people but some other supposed the statement as ordinary comments.

However, based on observation which was found especially in Instagram, many problems are faced by readers of Instagram status. They feel the language style used sometimes does not follow the rules. Because of some words are considered rude when they are uttered or stated, thus, the readers would response against the statements. It's because readers do not understand the language style used by the writer or speaker, which in this study is Rocky Gerung.

Therefore, the purpose of this study is to investigate the types of language style used by Rocky Gerung in his Instagram

status and the most dominant of language style used by him.

Language style is alternatives tool that used to convey the message in a variety of languages. All the language used has different meanings depending on the style of language that used when communicating. Languages style also has different types depending on the circumstances. Missikova (2003) adds that language style is a way of speech or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention and content of utterance. It means language style is the element and kind of utterance that describe the sentence in speaking the ways that the author uses words. Social context also affects language style in communication like topic, situation and function. In communicating, we will use variety of language style in different situation. In a formal situation such as meeting at the office then someone will be required to use a formal language, as well as in non-formal situation we have to use informal language.

According to Joos (as cited in Hamzah and Indra, 2018) speech style here means the form of language that the speaker uses which characterized by the degree of formality. They identify the language style into five classes such as frozen style, formal style, consultative style, casual style, and intimate style.

#### Frozen Style

According to Joss (as cited in Hamzah and Indra, 2018) frozen style is a style which is intended to be remembered and used in very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions. This style involves very large group of people whose members are known to one another. However, this style is not only addressed to strangers at that time but also to posterity as well. Nevertheless, the reader or the hearers are not permitted giving question to the speakers. The characteristics of frozen style are 1) the use of maintained and unchanged sentence structures, 2) the use of long and careful

sentence constructions, 3) the use of exaggerated intonation, and 4) frozen style also almost no responses between the speaker and hearer. Here is example of frozen style taken from UUD 1945.

*"Bahwa sesungguhnya kemerdekaan itu ialah hak segala bangsa dan oleh sebab itu, maka penjajahan di atas dunia harrus dihapuskan karena tidak sesuai dengan perikemanusiaan dan perikeadilan."*

The example above shows an example of frozen style because the pattern and the rules have been determined steadily and may not be changed. In fact, the pressure of the pronunciation must not change at all. The language used in this style is super formal.

#### Formal Style

According to Joos (as cited in Hamzah and Indra, 2018) formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience, for example, in graduation ceremony which typically used in speaking to medium or large groups. The characteristics of formal style commonly use relatively long sentences, avoid abbreviations, colloquialisms and slang, use conservative grammatical which tends to observe distinctions often ignored at a less formal level, a serious and dignified attitude toward the subject and the reader. Here is example of formal style taken from student's message to lecturer.

*"Assalamualaikum, mam.. maaf mengganggu waktunya. Saya atas nama Mahroza semester VIII kelas A, mahasiswa bimbingan skripsi mam, saya mau bertanya kapan saya bisa konsultasi dengan mam? terima kasih mam."*

The example above shows the formal style because the sentences have distance between the speaker (student) and the reder/listener (lecturer). Besides, the sentence *Saya atas nama Mahroza semester VIII kelas A, mahasiswa bimbingan skripsi mam* refers to the complex sentence to be

agreed upon vocabulary that is well documented and uses standard variety in writing. Moreover, the student must frame whole sentence ahead before they are delivered to lecturer.

#### Consultative Style

Consultative style has certain characteristic, such as 1) shows norm for coming to term with strangers who speak our language, 2) happens in two-way participation, 3) used in negotiating with the strangers or work colleagues, 4) used in small group discussion, regular conversation at school, companies, trade conversation and etc., and 5) the speaker has to deliver background information about a topic, and it does not presume to be understood without it. Below is the example of consultative style by a radio broadcaster.

*“Yups, buat kamu sahabat Umsu M-radio disore hari nie yang mau denger lagu favorit kamu boleh langsung gunakan line telpon kamu di 061-6617640 and wihh belanja// ya udah mau request lagu yang mana?”*

The above sentence was uttered by Rahma, the radio broadcaster. She used consultative style to show the relation of the communication between listener and broadcaster but still stayed in formal area. This language style may show that the broadcaster enjoyed the conversation with the listener but the broadcaster did not forget the aim of broadcasting program called “Request”. That is why the broadcaster used many variation of language in the conversation.

#### Casual Style

According to Joos (as cited in Hamzah and Indra, 2018) casual style is style used among friends and co-workers when an informal atmosphere is appropriated and desired such as outside the classroom where students have a chat. Casual style has four characteristics, namely 1) the use of nickname when addressing one another, 2) the use of rapid and slurred pronunciation, 3) the use of slang, and 4) the use of non-standard forms.

*Rani : za nti sibuk gak?  
Moza : enggak say, kenapa?  
Rani : kawani aku belanja baju, mau?  
Moza : ok,, jam berapa say?  
Rani : jam-jam 2an aja sekalian nti kita singgah ke café si Ridwan ya... ngumpul kita dsitu  
Moza : kabarin aja kalau uda siap siap ya say yar aku gerak.*

The conversation above belongs to casual style. Casual conversation is usually happened between friends and non-formal situation for example when we are chatting with our friends. From the conversation, it can be seen that the conversation takes place in non-formal situation and also happened between Moza and Rani. All the sentences uttered are easy to understand by the reader. From conversation above, Moza and Rani also use slang language like *yank, nti, gak, say, aja, ngumpul, and yar*. Moreover, the conversation above there is no subject found at the beginning of the sentence and the words are non-standard form.

#### Intimate Style

Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker’s skin. Intimate style is completely private language used within family and very close friends. Normally, the intimate style is used in pair. It excludes public information and shows a very close relationship. The characteristics of this style are 1) the use of private codes, the use of words signaling intimate relation, 2) the use of rapid and slurred pronunciation, 3) the use of non-verbal communication, and 4) the use of non-standard forms. The example of intimate style is taken from the dialogue between Moza and her mother.

*Moza : Mam, doakan adek bisa lulus sidang ya  
Mom :iya dek, mama doakan adek bisa lulus siding dan bisa menggapai cita-cita yang di inginkan, mama bangga sama mu sayang.*

Conversation above happened when Moza asked for a prayer to her mother so that she could pass the final examination

later. Her mother call Moza using a calling *adek* which shows the utterance is categorized as addressee characteristic. It shows that both people have close relationship because *adek* means the little lovely one. So, the utterance is categorized as addressee character because her mother uses a lovely call or special call. In addition, Moza says *Mam* when she called her mother in conversation. The word *Mam* is abbreviation from the word *Mama*. It is a special label or call given to her mother.

## B. Research Method

This study was conducted by applying a qualitative research design. According to Meriam (2009), qualitative research is a situated activity that locates the observer in the world. Qualitative design attempts to describe what is going on and what data shows. In addition, Ary et al (2010:49) added that the design used in the research refers to the researcher's plan of how to proceed. In this research, the data were the collection of Rocky Gerung's status in Instagram and source of the data were taken from @rockygerungofficial in Instagram from April until May, 2019

The data analysis of this study was based on Miles, Huberman and Saldana (2014). There were three steps of data analysis: data condensation, data display, and drawing and verification conclusion.

## C. Result and Discussion

There were three concepts of types of language style used by Rocky Gerung in Instagram such as Intimate style, casual style, and consultative style.

### Intimate style

Theoretically, intimate style is an intimate utterance avoids giving the addressee information outside of the speaker. In this study, there were 9 sentences of intimate style which were used by Rocky Gerung in Instagram. Below shall be the analysis of the intimate style used by Rocky Gerung for each of his status in Instagram.

No. 1

*Kalian uda menang tapi masih caci maki gue. Ya tetap dungu.*

*Kalian* (English: you) refers to the third person plural of personal pronoun in Indonesia. As stated in the *Kamus Besar Bahasa Indonesia*, the meaning of the word *kalian* refers to pronoun that we speak to more than one person (in familiar term). While the word *gue* means *aku* or *saya* (English: I) which is used to indicate first person singular pronoun used in variety of non-standard spoken of Indonesia language. Rocky Gerung used the word *kalian* to refer the supporter of Jokowi, one of the president candidates, called *cebong* whom Rocky Gerung quite familiar with them. He did not use the word *saudara* or *anda* since these words do not refer to the sense of private or familiar addressee. While the word *gue* referred to Rocky Gerung himself. This word is a familiar call name to refer oneself such as *aku* or *saya* in Indonesia, even though the word *gue* is not the standard one for referring a call name for oneself. The use of *gue* may mean that Rocky Gerung used a private code to address himself only. Therefore, the used of *kalian* and *gue* in this statement were included in intimate style.

No. 2

*Saya tak anjurkan pilih siapa. Saya anjurkan tidak pilih boneka.*

The word *boneka* (English: doll) was included in intimate style. In this statement, it was clear that the word *boneka* did not hold the denotative meaning of imitation of human being for child's play but rather a connotative meaning which can be assumed as someone who is used by others to act as other's wishes which is generally associated with the word "puppet". Rocky Gerung addressed one of the president candidates, Jokowi, as a "puppet" in political battle. Viewing from the systemic features of intimate style, the word *boneka* may be supposed as jargon. It is a word used associated with special activity or group. Jargon also is used to show the secret language between the same profession people. The word *boneka* in this statement perhaps was used by Rocky Gerung to indicate something private owned by

someone. It is a public secret that majority of Indonesian people assumed that Jokowi is a “puppet” of Megawati who is the leader of Jokowi’s politic party. But jargon words do not always must be understood by other people.

#### Consultative Style

Theoretically, consultative is a style used in semi-formal communication. In this study, there were 9 sentences of consultative style used by Rocky Gerung in his Instagram status. Below shall be the analysis of the consultative style used by Rocky Gerung for each of his status in Instagram.

##### No. 3

*Secara mental, dia sudah kalah. Secara moral dia sudah cacat. ya sudah. Selesai.*

The whole intention of the above statement was to deliver information about the condition of one of the president candidates during the election in Indonesia in 2019. The combination of words choices may lead people to come up that this statement was trying to compare the background information of the two president candidates. This statement was mainly addressed to Jokowi, one of the two candidates, who was considered to do fraudulent. The other candidate was supposed to gain many votes in the election.

##### No. 4

*Dia sedang membelah rakyat, watak asli muncul ketika ambisi berubah jadi frustrasi.*

This statement truly offered a connotative meaning. The word *membelah* in *Kamus Besar Bahasa Indonesia* means to put something into two parts. It is clearly seen that Rocky Gerung tried to deliver information to lead people attention that the political situation occurred during the election caused people to have different perspective and opinion because of many incidents happened. The third person singular pronoun *dia* was referred to Jokowi, the president, who acted unfairly on the situation. The choices of word *membelah* by Rocky Gerung showed that he used a specific norm term in a semi-formal communication. Thus, this statement was included in consultative style.

#### Casual Style

Casual style has four characteristics, namely 1) the use of nickname when addressing one another, 2) the use of rapid and slurred pronunciation, 3) the use of slang, and 4) the use of non-standard forms. In this study, there were 3 sentences indicated casual style used by Rocky Gerung in Instagram. Below shall be the analysis of the casual style used by Rocky Gerung for each of his status in Instagram.

##### No. 5

*Yang akan saya bagikan hari ini adalah sertifikat akal sehat.*

The sentence above was delivered by Rocky Gerung in informal situation. His language use was incomplete and was focused on the meaning of a speech and not the correct structure. Moreover, Rocky’s statement was not started with a subject. The subject was put after the conjunction and auxiliary *yang* and *akan* respectively. The reverse structure of the grammar showed that it was a kind of casual grammar which merely often in casual speaking.

##### No.6

*Semua citra sudah ditempelkan **gak** ngangkat juga karena memang di bawah standar.*

The above statement strictly included as casual style. The word *gak* as the shortened form of *enggak* which means *tidak* (English: no – negation) showed a kind of casual grammar. This is one of the two devices of casual style. The word *gak* also considered as a non-standard form in speaking. Thus, this statement was included as casual style.

After analysing the data, then the next step was to calculate the most dominant language style used by Rocky Gerung’s status in Instagram as shown in below table.

**Table 1. Percentage of the Types of Language Style**

No	Types of Language Style	Amount	Percentage
1	Intimate	9	42.86%
2	Consultative	9	42.86%
3	Casual	3	14.28%
<b>Total</b>		<b>21</b>	<b>100%</b>

From above table, it can be seen that there were 3 types of language style found in the Instagram status of Rocky Gerung. There were 9 statuses (42.86%) as intimate style, 9 statuses (42.86%) as consultative style, and 3 statuses (14.28%) as casual style. It can be concluded that intimate style and consultative style were dominantly used by Rocky Gerung in Instagram status.

After analyzing the data obtained in this study, it can be drawn some findings as 1) there were 3 concepts of language style used by Rocky Gerung in Instagram status, namely: intimate style, consultative style, and casual style. The aimed of Rocky Gerung used variation style in Instagram was to compare a group of people especially Jokowi's supporter in political. In addition, Rocky Gerung also showed his critics on the system of Jokowi as President of Indonesia that many problems were faced by people of Indonesia and 2), there were 21 sentences contained language style in Rocky Gerung's Instagram status which then categorized into 9 sentences (42.86%) for intimate style, 9 sentences (42.86%) for consultative style, and 3 sentences (14.28%) for casual style. The consultative style and intimate style were dominantly used by Rocky Gerung in Instagram.

**D. Conclusion and Suggestion**

Based on the research findings, it was obtained a conclusion that there was the usage of language style in writing a status in Instagram as a social media. In this study, there were found 3 concepts of language style used by Rocky Gerung in Instagram, namely: intimate style, consultative style, and casual style with consultative style and

intimate style were dominantly used by Rocky Gerung in Instagram.

To support the conclusions, there are some constructive points suggested as well. First is for the students of universities. It is suggested to learn the language style so that they can understand and use the language style and its realization in social life not only in political but also in any other circumstances. Second is for Instagrammer (people who use Instagram). It is suggested to notice the use of language style in accordance with the purpose and the readers/audiences to make status. Third is for the readers. It is also suggested to better have understanding and knowledge of the variation of language style so that it will not make any misunderstanding when reading one status in Instagram and they can give good opinion based on the roles in speaking to other people.

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