

## A Study of Speech Styles Used by the Host in *Mata Najwa* and *Catatan Najwa*

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### ABSTRACT

I conducted this study to investigate speech styles used by Najwa as the host in *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya*, *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital*, and *Catatan Najwa Part 2 - Ide-Ide Brilian Bos Sido Muncul* to the younger and older guests. The underlying theory used is Speech Style from Chaer and Agustina (2010) and Indonesian: Standard Indonesian (*Bahasa Baku*) and Non-standard Indonesian (*Bahasa Tidak Baku*) from Prihantini (2015). This study was done using a qualitative approach. The data analysis revealed that Najwa as the host of *Mata Najwa* and *Catatan Najwa*, used formal style, consultative style, casual style, and intimate style when talking to her younger and older guests. Najwa did not use the frozen style when talking to her guests.

**Keywords:** speech styles, age, host, talk show

### INTRODUCTION

Every person has a different speech style in delivering messages, giving information, or greeting other people. "Even when the content of the message is the same, individuals express themselves verbally with their distinctive styles" (Pennebaker & King, 1999, p. 1296). According to Chaer and Agustina (2010), speech style is divided into five styles; frozen, formal, consultative, casual, and intimate.

In this study, I chose to observe a host's speech styles that occurred in a talk show. There are two reasons why I would like to focus on this topic. First, talk shows are interesting. Talk shows are not contrived and fictional, which means talk shows contain reality and facts (Tanaka, 2004). Moreover, the selected topics for talk shows are often sensational (Tanaka, 2004). Second, Holmes (2013) and Holmes and Wilson (2017) state that one's speech style is influenced by various factors, such as the addressee. Thus, I would like to see whether the speech style of a host of talk show would also be influenced by his/her addressees.

The talk shows selected for this study were *Mata Najwa* and *Catatan Najwa*; two very famous talk shows hosted by Najwa Shihab, S.H. and streamed on *YouTube*. In this study, I chose the following videos (talk shows) from *Mata Najwa* and *Catatan Najwa*. They were *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya* which was posted in May 20<sup>th</sup> 2018, *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital* which was posted in May 20<sup>th</sup> 2018, and *Catatan Najwa Part 2 - Ide-Ide Brilian Bos Sido Muncul* which was posted in July 20<sup>th</sup> 2018. I chose these videos because of their 'extraordinary' theme. As the host, Najwa has the background of law major, and mostly the topic she brings in her talk shows focus on politics (Wink, 2018). Approximately 1,200 videos of *Mata Najwa* and *Catatan Najwa* on her *YouTube* channel were primarily political-topic. However, the videos that I focused on in this study had a different theme, i.e., business (Najwa Shihab, n.d).

The guests invited to these shows were Bayu Skak, Gibran Rakabuming Raka, Nadiem Makarim, Rudiantara, and Irwan Hidayat. All guests were successful businessmen and had similar social backgrounds; but they had a vast age difference with the host. Rudiantara and

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Irwan Hidayat were older than the host (Najwa) while Bayu Skak, Gibran Rakabuming Raka, and Nadiem Makarim were younger. This fact inspired me to focus on observing Najwa's speech styles when she served as a host for the talk shows attended by the guests who are older and younger than her.

In conducting the study, there were three following research questions : 1) What speech styles are used by Najwa as the host of *Mata Najwa* and *Catatan Najwa* to her younger guests?, 2) What speech styles are used by Najwa as the host of *Mata Najwa* and *Catatan Najwa* to her older guests?, and 3) What are the similarities and/ or differences in Najwa's speech styles as the host of *Mata Najwa* and *Catatan Najwa* to her younger and older guests, if any?

For the theoretical framework, I used the theories of speech style by Chaer and Agustina (2010) and the characteristics of standard Indonesian by Prihantini (2015). There are five speech styles proposed by Chaer and Agustina (2010):

- a. Frozen style (*gaya atau ragam beku*)
- b. Formal style (*gaya atau ragam resmi*)
- c. Consultative style (*ragam atau gaya usaha*)
- d. Casual style (*ragam atau gaya santai*)
- e. Intimate style (*ragam atau gaya akrab*)

There are four characteristics of standard Indonesian proposed by Prihantini (2015) as follows:

- a. The rules of grammar rules
  - The use of prefix *me-* and *ber-* inconsistent and explicit
  - The use of conjunction *bahwa* and *karena* in compound sentences inconsistent and explicit
  - The use of phrase pattern of predicates: aspect + doer + verb inconsistent
  - The use of synthetic construction
  - The minimum use of grammatical regional dialect element
- b. The use of standard language (based on *Kamus Besar Bahasa Indonesia*)
- c. The use of pronunciation in speech
- d. The use of effective sentences
  - The arrangement of word order based on grammatical and lexical Indonesian
  - The unitary of mind and logical connection of the sentence
  - The use of efficient and correct words

## **METHOD**

In this study, I used the descriptive qualitative approach. The data were Najwa's utterances when she hosted three talk shows broadcasted via Najwa's *YouTube* channel. I watched the videos and transcribed all utterances.

I then applied a three-digit numbering system to mark each Najwa's utterance when she talked to her younger and older guests. The first digit represented the video of the talk shows. Number 1 (one) was for *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya*, number 2 (two) was for *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital*, and number 3 (three) was for *Catatan Najwa Part 2 - Ide-Ide Brilian Bos Sido Muncul*. The second digit represented the guests' age group. The younger guests were labeled as number 1 (one) and the older guests as number 2 (two). The last digit represented Najwa's statements or questions in that specific video. Number 1.2.6, for example, meant the data was a statement or question from Najwa in the first video, *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya* to her older guest, and it was Najwa's sixth utterance in that video.

The final step that I did was analyzing the data based on the speech style theory by Chaer and Agustina (2010) and the characteristics of standard Indonesian by Prihantini (2015).

## FINDINGS AND DISCUSSION

The following parts of this chapter discuss the my analysis of the findings. There are three parts, and each answers the research question.

### Speech Styles Used by Najwa as the Host of *Mata Najwa* and *Catatan Najwa* to the Younger Guests

Based on the data analysis, I found that Najwa used the formal, consultative, casual style, and intimate styles when talking to her younger guests. Najwa did not apply the frozen style.

#### 1. Formal Style

There were some statements or questions produced by Najwa using formal style to her younger guests. Here is an example:

- a. Data 2.1.7 (Interlocutor : Gibran, Video 2 : *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital*)

Najwa to Gibran : “*Mas Gibran, kegagalan itu bagian dari proses bisnis.*”  
(Mas Gibran, failure is part of the business process).

This statement was addressed to Najwa's younger guest, Gibran. Previously, Rudi, Najwa's older guest, stated that failure in business was ordinary. Then, Najwa repeated what Rudi said to Gibran.

This statement reflects the use of the formal speech style. According to *KBBI* (*Kamus Besar Bahasa Indonesia*), this statement uses the formal form of address 'mas' (Sir). Moreover, it uses the formal form of standard grammar with subject 'kegagalan' (failure), predicate 'itu bagian dari' (is the part of), and object 'proses bisnis' (business process).

#### 2. Consultative Style

There were statements and questions that were produced by Najwa using consultative style to her younger guests. An example is presented below.

- a. Data 1.1.13 (Interlocutor : Nadiem, Video 1 : *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya*)

Najwa to Nadiem : “*Apa yang bisa dipersiapkan mulai dari sekarang?*”  
(What can be prepared from now on?)

This question was addressed to Najwa's younger guest, Nadiem. The previous conversation was about starting up the business. After Rudi, the older guest of Najwa talked about starting up the business, Najwa asked Nadiem about starting up a business.

Najwa's question to Nadiem has the consultative speech style because the question has the characteristics of standard Indonesian or formal style and casual style:

Standard Indonesian or formal style :

- According to *KBBI*, this question uses the standard Indonesian word 'sekarang' (now).

Casual style :

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- The syntactic structure is omitted. There is no object here. '*Yang bisa dipersiapkan*' (can be prepared) is the subject and '*mulai*' (starting) is the predicate with the adverb '*dari sekarang*' (from now on).

### 3. Casual Style

There were several statements or questions produced by Najwa using casual style to her younger guests. An example is:

- a. Data 2.1.15 (Interlocutor : Gibran, Video 2 : *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital*)

Najwa to Gibran : "*Berani-beraninya nipu anak presiden*"  
(How dare they defraud the president's son).

This statement was addressed to Najwa's younger guest, Gibran. Before Najwa gave this response to Gibran, Gibran said that he had been defrauded even though he was the president's son. Then, as a response, Najwa said, "*Berani-beraninya nipu anak presiden*" (how dare they defraud the president's son).

This statement belongs to the casual style because this statement uses a shortened word or allegro '*nipu*,' which is a shortened word of '*menipu*' (defraud). Moreover, the syntactic structure is omitted. There is no subject in this statement. However, I found predicate '*nipu*' (defraud) and object '*anak presiden*' (president's son).

### 4. Intimate Style

There were questions produced by Najwa using intimate style to her younger guests. Below is an example :

- a. Data 2.1.9 (Interlocutor : Gibran, Video 2 : *Mata Najwa Part 9 - Republik Digital: Tips Membangun Bisnis Digital*)

Najwa to Gibran : "*Hal biasa?*"  
(common?)

This question was addressed to Najwa's younger guest, Gibran. Before asking this question, Gibran had said that fluctuation in business should have been a trigger and said that it was ordinary or normal. Then, Najwa asked '*hal biasa?*' (common?) to Gibran.

This utterance has the intimate style because it is concise and incomplete. It does not use a full sentence, and the grammar structure is incorrect. There is no subject and predicate. Only the phrase '*hal biasa*' (normal) is found. In addition, the question '*hal biasa?*' (normal?) is the minimum form of any possible casual sentence because it does not use any question word even though it is a question.

## Speech Styles Used by Najwa as the Host of *Mata Najwa* and *Catatan Najwa* to the Older Guests

The data analysis showed that Najwa used the formal, consultative, casual, and intimate styles when talking to the older guests. She did not use the frozen style.

### 1. Formal Style

There were some utterances produced by Najwa using formal style to her older guests, for example:

- a. Data 1.2.7 (Interlocutor : Rudiantara, Video 1 : *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya*)

Najwa to Rudiantara : “*Memang sengaja saya simpan Chief Rudi di akhir supaya sambil sekaligus kita membahas masing-masing*”  
(Indeed, I deliberately made Chief Rudi appear in the end so that we can discuss all cases at the same time).

This statement was addressed to Najwa's older guest, Rudiantara. It serves as an opening statement from Najwa to Rudiantara before having further discussion related to business.

This statement reflects the formal speech style. In the word '*membahas*' (discuss), the prefix *me* shows standard Indonesian's characteristic. The word '*saya*' (I) is formal and standard. Moreover, this statement uses the formal form of standard grammar with subject '*saya*' (I), predicate '*simpan*' (made), object '*Chief Rudi*,' the adverb '*di akhir supaya sambil sekaligus kita membahas masing-masing*' (in the end so that we can discuss all cases at the same time).

## 2. Consultative Style

Some utterances were produced by Najwa using the consultative style. The example is:

- a. Data 3.2.16 (Interlocutor : Irwan Hidayat, Video 3 : *Catatan Najwa Part 2 - Ide-ide Brilian Bos Sido Muncul*)

Najwa to Irwan : “*Memanfaatkan situasi?*”  
(Take advantage of the situation?)

This question was addressed to Najwa's older guest, Irwan Hidayat. At first, Irwan told his story about casting Anna Maria as the model for *Sido Muncul*'s advertisement in 2006. It was when Anna Maria's husband, Roy Marten, was jailed. However, after Anna Maria was casted as the model of *Sido Muncul*, the sales of *Sido Muncul* increased twice. Irwan said he did not even know either Roy Marten or Anna Maria. Then, Najwa asked and seemed to conclude that Irwan took advantage of the situation.

This question presents the consultative speech style. It has the form of formal style and casual style as follows:

Formal style or standard Indonesian:

- It uses the prefix *me-* in the word '*memanfaatkan*' (take advantage) that shows standard Indonesian's characteristic.

Casual style :

- The syntactic structure is omitted. There is no subject. '*Memanfaatkan*' (take advantage) is a predicate, and '*situasi*' (situation) is an object.

## 3. Casual Style

During the talk shows, some utterances using the causal style were expressed by Najwa to her older guests.

- a. Data 1.2.11 (Interlocutor : Rudiantara, Video 1 : *Mata Najwa Part 8 - Republik Digital: Bisnis Digital dan Peluangnya*)

Najwa to Rudiantara : “*Gimana sih kemudian bisa menangkap berbagai peluang yang ada?*”

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(How can we capture the various opportunities that exist?)

This question was addressed to Najwa's older guest, Rudiantara. In general, Najwa asked Rudiantara about opportunities to start a business.

This question is considered to be having casual style because of several reasons. First of all, it contains the shortened word '*gimana*' (how), which is a shortened word of '*bagaimana*' (how). Also, it uses dialect or local language '*sih*.' '*Sih*' is used to emphasize curiosity, anger, annoyance, doubtfulness, etc.

#### 4. Intimate Style

An example of Najwa's utterances that has the intimate style is as follows.

- a. Data 3.2.11 (Interlocutor : Irwan Hidayat, Video 3 : *Catatan Najwa Part 2 - Ide-ide Brilian Bos Sido Muncul*)

Najwa to Irwan Hidayat : "*Krisis.*"  
(Crisis).

This statement was addressed to Najwa's older guest, Irwan Hidayat. She wanted to say that Irwan's business was in crisis back then. However, she only said 'Krisis' (crisis).

The speaker classifies this statement as an intimate style because this statement is concise and incomplete. It does not use a full sentence, and the grammar structure is incorrect. There are no subject and predicate. Only the word '*krisis*' (crisis) is found.

#### **The Similarities and/ or Differences in Speech Styles Used by Najwa as the Host of *Mata Najwa* and *Catatan Najwa* to the Younger and Older Guests**

From the table of analysis, I found two similarities and no differences. The first similarity is that Najwa used the same speech styles when talking to her younger and older guests. They were formal style, consultative style, casual style, and intimate style.

For the formal style, in the talk shows, Najwa used the standard words according to *KBBI* and the formal form of standard grammar. Najwa used the standard word '*saya*' (I) and standard words of addressing her guests such as '*Mas*' (Sir). Najwa also used subject, predicate, and object. In other statements or questions, she also added adverbs after the object, for example, in data 2.1.19, "*Jadi, tips dari Bayu Skak supaya hal-hal tadi bisa dihindari?*" (Thus, what are the tips from Bayu Skak so that these cases can be avoided?). In this statement, '*tips*' (tips) is a subject, '*dari*' (from) is a predicate, 'Bayu Skak' is an object, and '*supaya hal-hal tadi bisa dihindari*' (so that these cases can be avoided) is an adverb.

The consultative speech style is marked by the combination of the characteristics of standard Indonesian or the formal style and the casual style. Najwa used the formal form of standard grammar, but at the same time, she produced non-standard Indonesian words. In the other cases, she used the prefix *ber-* and *me-* but she did not use the formal form of standard grammar.

Najwa also used the casual style. She used non-standard Indonesian such as the local language, dialect, colloquial language, and slang (e.g.: '*macem-macem*' (various way), '*sih*' ('*sih*' is used to emphasize curiosity, anger, annoyance, doubtfulness, etc.), and '*lho*' ('*lho*' is used to show amazement and surprise or to emphasize what the speaker means). Moreover, she omitted

the syntactic structures. In other cases, she also used shortened words or allegro, for instance, 'nipu' (defraud) from 'menipu' (defraud) and 'gimana' (how) from 'bagaimana' (how).

Lastly, Najwa also used an intimate style when talking to her younger and older guests. She performed an incomplete and concise statement or question when using this kind of style. Also, she ignored the grammar structure and did not produce the full sentence. In some cases, she also produced the minimum form of any possible casual sentence (e.g.: 'dalam bisnis?' (in business?) and 'satu persennya?' (the rest one percent?)).

The writer was interested on the fact that Najwa used the same four speech styles to her younger and older guests. As stated by Holmes and Wilson (2017), language varies according to its uses and its users, where it is used, and to whom and according to who is using it. Thus, the writer assumed that Najwa focused more on 'where it is used,' which is in talk shows, and 'who is using it' who is Najwa herself. A possible explanation for this might be that she implicitly considered her guests equal. The younger guests were guests, and the older guests were also guests. That is why she produced the same speech styles to both her younger and older guests.

Another striking finding was that Najwa used the intimate style. Chaer and Agustina (2010) state that the intimate style is generally used by close speakers such as family members or best friends. However, when talking to her younger guests and older guests, Najwa used an intimate style. Based on the writer's opinion, there is a possible cause for this result. It might be because of the nature of Najwa's habit or personality. Najwa has been a host for talk shows for years. The writer assumed that Najwa did not use the intimate style at this time only. It might be years since she used intimate style to her guests, and it became her habit. It might be because Najwa thinks that she needs to be close to her guests to build connections so that the talk shows will run well.

The second similarity was that Najwa excluded frozen style when talking to her younger and older guests. The reason for this is not apparent, but it may have something to do with a very formal setting which is one of the characteristics of the frozen style. Frozen style is usually used in state ceremonies and sermons, church or mosque, laws, notarial deed, etc. (Chaer & Agustina, 2010). Moreover, the frozen style is one-way communication. A possible explanation for this might be that in talk shows, it is impossible to have one-way communication because the main point of talk shows is interviewing (two-way communication), where the host needs to ask questions to the guests, and the guests answer the questions given.

## CONCLUSION

In conclusion, Najwa used four out of five speech styles when talking to the younger and older guests: formal, consultative, casual style, and intimate styles. The findings somehow indicate that Najwa might not differentiate her speech styles solely based on the age of the guests involved in the talk shows.

It should be noted, however, that this study had some limitations. Future research might be needed to analyze the speech style used in the other episodes of *Mata Najwa* and *Catatan Najwa* or the other talk shows. Despite its limitations, hopefully, this study adds to our understanding of the types and the use of speech styles in a talk show.

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