

Speech Styles Used By Bagas as the Main Character in *Pakai Hati the Series*

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ABSTRACT

This study aims to find the speech styles used by Bagas as the main character in *Pakai Hati The Series* when he talked to his colleagues, clients, and supervisors. In conducting this study, I used the theory of speech styles by Chaer and Agustina (2010), standard Indonesian characteristics by Prihantini (2015) and Kridalaksana (2007), social dimension by Holmes (2017), and status by Brown and Attardo (2005) as the theoretical framework. This study employed a qualitative approach. From the analysis, I found that Bagas used the consultative style, casual style, and intimate style when talking to his colleagues, clients, and bosses. He also used the formal style towards his clients, but he did not use the frozen style when talking to his interlocutors. This study showed that Bagas did not differentiate his speech style merely based on status since there were some other factors that might affect his choice of speech style, namely: habit or personality, type or context of the conversation, and social distance.

Keywords: speech styles, status, web series

INTRODUCTION

According to Nababan (1984), each language has many different varieties used in different circumstances and purposes; and one of the language variations that people use to communicate with others is known as speech style. The choice and the use of speech style are influenced by different factors, such as the addressee, the setting, the topic, or the function of the conversation and are closely related to the social dimensions, namely the social distance between the participants, their status, the formality of the context, and the functional scale (Holmes, 2017).

To my knowledge, many studies have been done to find out more about the use of speech styles. However, few studies aimed to analyze speech styles used in web series. This gap is intriguing as web series has been rapidly growing and has attracted more and more screen writers, film makers and viewers. Besides, such series combines reality and fiction as it is developed for entertainment and for sharing factual information, news reports, or any other activities (Alfajri et al., 2014). Furthermore, the form of sociolinguistic applications can be found in web series. Tagliamonte and Roberts (2005) and Moreau (2020) believe that media-based data, such as television or web series, can provide insightful sociolinguistic research data because it represents what is occurring in real-world language.

Among many web series available, I chose *Pakai Hati The Series*, which has more than fifteen million viewers and is included as the most viewed Indonesian web series (BANK BRI, n.d.). *Pakai Hati The Series* itself is a web series produced by *Bank Rakyat Indonesia* (BRI) portraying the working environment at BRI and sharing some BRI related information (Fadhilah, Mar 24, 2020). Bagas Nurcahyo, played by Rizky Nazar, is the only main character in this web series.

Pakai Hati The Series has two seasons, and each of them has four episodes. The story mainly revolves around Bagas' working life as a BRI staff. The first season focuses on the early working stage when as a new employee, Bagas was assigned to manage some small projects together with his colleagues, Reni and Leo, under the supervision of a superior named Pak Indra. The second season's story describes more on Bagas' working journey particularly when he had to manage his clients who were the owners of the Micro, Small, Medium Enterprises (MSME). In

the second season, Bagas teamed up with his colleagues Robert and Indah under the supervision of Ms. X.

Pakai Hati The Series shows Bagas' frequent interactions with two main parties having different levels of status: 1) those with higher status, in this case his supervisors and clients; and 2) those with equal status, in this context, his colleagues. Status itself, according to Brown and Attardo (2005), refers to a speaker's higher, lower, or equal position. Some might argue that Bagas' clients should be categorized into those with equal or lower status. However, to my knowledge, BRI, just like other banks or service-based companies, must have been encouraging their staff to treat all clients as a 'king' or a group of people with higher status.

It would be interesting to focus on analyzing Bagas' speech style when he talked to the two main groups of people as described above. This because workplaces portray the social environments where status distinctions are highly evident (Holmes & Stubbe, 2015) and someone's status might be influenced by power and prestige and might affect the choice and the use of his/her interlocutor's speech style (Brown & Attardo, 2005).

The facts and reasons discussed in the aforementioned paragraphs had then inspired me to seek answers to the following research questions: (1) What speech styles are used by Bagas when discussing work-related issues with his colleagues who have equal status and with his supervisors and clients who have higher status? (2) Are there any similarities and differences in the speech styles used when Bagas talked with these interlocutors?

The theories that I used as my theoretical framework were the speech styles theory by Chaer and Agustina (2010) and social factors and dimensions by Holmes (2017). According to Chaer and Agustina (2010) there are five speech styles, namely: *ragam beku* (frozen style), *ragam resmi* (formal style), *ragam usaha* (consultative style), *ragam santai* (casual style), and *ragam akrab* (intimate style). Holmes (2017) mentions that the choice and the use of speech styles are influenced by different social factors (the participants, the setting, the topic, and the interaction's function) and social dimensions (social distance, status scale, formality scale, and functional scales). Status itself, according to Brown & Attardo (2005), refers to a speaker's higher, lower, or equal position. The theories on standard and non-standard Indonesian characteristics proposed by Prihantini (2015) and Kridalaksana (2007) were also used in this study to support the speech style theory by Chaer and Agustina (2010).

RESEARCH METHODS

For this study, I used a qualitative approach. The data were taken from the eight episodes of *Pakai Hati The Series* streamed via BANK BRI's official YouTube channel. I watched the web series and transcribed all utterances. Next, I gave numbers for each utterance produced by Bagas. Here, I used a three-digit numbering system. The first digit represented the group of Bagas' interlocutors. Number 1 (one) was for the colleagues, number 2 (two) was for the clients, and number 3 (three) was for the supervisors. The second digit represented the number of episodes. The last digit was for the number of Bagas' utterances. 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 (2012) and Kridalaksana (2007).

FINDINGS AND DISCUSSION

This section discusses the finding of this study. There are three parts in this section and each of them answers the research question of this study.

The Speech Styles Used by Bagas to the Interlocutors with Equal Status

The interlocutors in this group are Bagas' colleagues: Reni, Leo, Indah, and Robert. The speech styles used by Bagas when talking to his colleagues were the consultative style, casual style, and intimate style. During the talks, Bagas did not use any frozen style and formal style.

a. Consultative Style

There are some utterances produced by Bagas when talking to his colleagues that are identified as consultative style. Here is an example.

- Data 1.3.5 (Interlocutor: Colleagues - Leo and Reni, Episode: 3, Utterance number 5)
Bagas : “*Atau mungkin mereka nggak ngingep karena nggak ada tawaran baru disana?*”
 (“Or maybe they do not stay overnight because there are no new offers there?”)

The use of the consultative style is shown in data 1.3.5. The utterance is expressed during a two-way communication among Bagas, Leo, and Reni. In addition, I found that the form of the utterance is in between the formal style and casual. The utterance has a standard Indonesian or formal style characteristic with a grammatical function; subject '*mereka*' (they) and a predicate '*ngingep*' (stay). The standard and formal Indonesian are also found with the use of '*karena*' (because).

Besides, there are some casual style characteristics found in this utterance. The word '*nggak*' (do not) is the non-standard and informal word of '*tidak*' (do not). Also, the morphological structure, which is the affixes, is not used in the question above. Instead, it uses a shortened form of '*mengingap*', which is '*ngingep*' that excludes the prefix *me-* and gets influenced by a dialect that changes the letter 'a' to 'e'. Lastly, the background information is given by Bagas by providing the cause (“*nggak ada tawaran baru disana*” (“there are no new offers there”)) and the effect (“*mereka nggak ngingep*” (“they do not stay overnight”)). Thus, his interlocutors know what he is talking about.

b. Casual Style

There are some utterances produced by Bagas that used a casual style when talking to his colleagues. Below is an example.

- Data 1.6.12 (Interlocutor: Colleague - Indah, Episode: 6, Utterance number 12)
Bagas : “*Gimana kalo kita jalanin yang sekarang dulu aja?*”
 (“What if we just do the current one?”).

Data 1.6.12 has the characteristics of the casual style. The word '*gimana*' (how) is the shortened and non-standard form of '*bagaimana*' (how). Bagas did not use the word '*kalau*' (if) and '*saja*' (just); instead, he used '*kalo*' (if) and '*aja*' (just), which are shortened forms. One of the characteristics of casual style is that the morphological and syntax structures are usually omitted. In this utterance, dialect elements are used instead of confix *me-kan*, so it becomes '*jalanin*' (do). Thus, the standard morphological structure, in this case, affixes, is omitted by Bagas.

c. Intimate Style

There are some utterances produced by Bagas when talking to his colleagues that use this style. An example is:

- Data 1.2.11 (Interlocutor: Colleague - Reni, Episode: 2, Utterance number 11)
Bagas: “*Yo.*”
 (“Yes”).

The utterance “*Yo*” (Yes) reflects the characteristics of the intimate style. The reason is that the utterance is concise, and it does not use a complete sentence. The subject and predicate do not exist in this statement, only the exclamation '*yo*' (yes). The word

'yo' (yes) uses the minimum form of the word 'iya' (yes), and the Javanese dialect also influences it. Moreover, Bagas' articulation is unclear when expressing this utterance.

The Speech Styles Used by Bagas to the Interlocutors with Higher Status

Two groups of Bagas' interlocutors had higher status, namely: clients and supervisors. The clients were Pak Haryadi, Pak Dimas, and the craftsman, whereas the supervisors were Pak Indra and Ms. X.

1.1. The Speech Styles used by Bagas' When Talking to His Clients

The next finding is Bagas used formal style, consultative style, casual style, and intimate style when talking to his clients. The frozen style was not used in Bagas' working environment.

a. Formal Style

There is an utterance produced by Bagas when talking to his colleague that is identified as a formal style. The utterance is:

- Data 2.8.7 (Interlocutors: Craftsmen, Episode: 8, Utterance number 7)

Bagas : *"Jadi, hari ini kita akan sama-sama belajar untuk menumbuhkan sekecil apapun usaha yang kita miliki."*

("So, today we are going to learn together to grow no matter how small the business we have").

Data 2.8.7 has the characteristics of the formal style. The utterance is filled with standard Indonesian vocabularies, which are according to the *KBBI*. The grammar structure is also according to the standard Indonesian grammar. It has a subject '*kita*' (we) and predicate '*belajar*' (learn), which fulfils the standard Indonesian grammar function characteristic. In addition, the use of affix *me-kan* also exists in the word '*menumbuhkan*' (grow).

b. Consultative Style

There are some utterances used by Bagas when talking to his colleagues that are identified as consultative style. An example is:

- 2.6.14 (Interlocutors: Craftsmen, Episode: 6, Utterance number 14)

Bagas : *"Jadi gini bapak-bapak ibu-ibu sekalian, kami disini ingin bantu agar UMKM di sini bisa lebih maju dan bersaing lagi."*

("So, ladies and gentlemen, we are here to help so that MSMEs here can be more advanced and compete again").

Data 2.6.14 shows the characteristics of the consultative style. Bagas produces the utterance during a semi-formal two-way communication. Here, Bagas gives the clients' background information on the subject he is talking about. In addition, Bagas' utterance is considered as consultative style because the form is in between the formal style and casual style, namely:

Formal style (standard Indonesian):

- The statement uses standard Indonesian, where the grammar function matters.
- There is a subject '*kami*' (we) and predicate '*ingin bantu*' (want to help) in this statement
- The prefix *ber-* is used in the word '*bersaing*' (compete)
- The word '*ibu*' (ladies) and '*bapak*' (gentleman) are formal and standard Indonesian

Casual style

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- There was a use of non-standard Indonesian such as 'gini' (like this) from the word 'begini' (like this) and 'bantu' instead of 'membantu' (help)
- By omitting the letter 'b' and 'e', the words 'gini' (like this) becomes the shortened word of 'begini' (like this)
- The word 'bantu' (help) is also the shortened form of 'membantu' (help)

c. Casual Style

There are some utterances produced by Bagas that are identified as casual style. Here is an example.

- Data 2.5.5 (Interlocutor: Pak Dimas, Episode: 5, Utterance number 5)
Bagas : “*Pak, kan permintaannya tinggi tuh pak, berarti otomatis supplynya juga harus tinggi dong?*”
(“Sir, the demand is high, so automatically the supply is high, right?”)

The utterance produced by Bagas in data 2.5.5 reflects the casual style. This utterance occurs in an informal two-way communication between Bagas and Pak Dimas. The use of shortened word forms exists in some of the words in this statement: 'kan' from the word 'bukan' (not) and 'tuh' from the word 'itu' (that). Lastly, the word 'dong' is a non-standard word. According to *KBBI*, the word 'dong' is put at the back of a word or sentence to sweeten or soften the meaning.

d. Intimate Style

Some utterances are using the intimate style produced by Bagas when talking to his clients. Below is one of them.

- Data 2.6.15 (Interlocutor: Pak Dimas, Episode: 6, Utterance number 15)
Bagas : *Dikuasai?*
(managed?)

The utterance produced by Bagas in data 2.6.15 reflects the characteristics of the intimate style. The utterance is very short. The reason is that because the utterance is not produced in a complete sentence where there is a subject and a predicate. When expressing the utterance "*Dikuasai?*" ("managed?"), Bagas extracts any possible casual sentence that can be produced and turns it into the minimum form.

1.2. The Speech Styles used by Bagas When Talking to His Supervisors

The finding shows that Bagas used consultative style, casual style, and intimate style when talking to his supervisors, Pak Indra and Ms. X. Bagas did not use any frozen style and formal style when talking to his superiors.

a. Consultative Style

There are some utterances used by Bagas when talking to his supervisors that are identified as consultative style. Below is an example.

- Data 3.6.2 (Interlocutor: Boss 2, Episode: 6, Utterance number 2)
Bagas : “*Iya, tukang kredit keliling menurut saya itu sangat berisiko, Bu, karena gak ada kejelasan sistem di sana.*”
(“Yes, I think a mobile loan assistant is very risky, ma'am, because there is no clear system”).

Bagas' utterance, as shown by data 3.6.2, reflects the use of the consultative style. Bagas produces the utterance during two-way communication between him and Ms. X as his superior. Here, Bagas has given the background information of what he is going to talk about.

I also found some formal style and casual style characteristics in this statement. First of all, this utterance uses standard Indonesian vocabulary, which is also the main characteristic of formal style. The word 'saya' (I) is a standard and formal word. There is a subject 'tukang kredit keliling' (loan assistant) and a predicate 'sangat beresiko' (very risky). The prefix *ber-*, one of the standard Indonesian characteristics, is used in the word 'beresiko' (risky). Moreover, the conjunction 'karena' (because) is used to explain the cause. This statement also has the casual style characteristic. The sentence uses an informal and non-standard word, 'gak' (no), which means 'tidak' (no). In addition, the word 'gak' is the shortened form of 'enggak' (no).

b. Casual Style

There are some Bagas' utterances that are identified as having casual style. One of them is presented below.

- Data 3.6.6 (Interlocutor: Boss 2, Episode: 6, Utterance number 6)
Bagas : "Ini Robert Bu dari desk inkubasi."
(“This is Robert from the incubation desk”).

The utterance in data 3.6.6 has the characteristics of casual style. Bagas uttered this statement during a two-way communication. The word 'bu' (mam) is the non-standard Indonesian and shortened form of 'ibu' (mam). Here, Bagas is using the foreign word 'desk'.

c. Intimate Style

The intimate style is also used in discussing work-related issues with Bagas' supervisors. Here is an example.

- Data 3.2.2 (Interlocutor: Pak Indra, Episode: 2, Utterance number 2)
Bagas: "Ya."
(“Yes”).

The utterance in data 3.2.3 met the characteristics of the intimate style. The utterance is very short and incomplete. There was no subject or predicate found in this utterance. Moreover, Bagas extracts any possible casual sentence and uses the minimum form of it by saying "ya" ("yes").

The Similarities and Differences of Bagas' Speech Styles

The findings show two similarities related to Bagas' use of speech styles. First, three speech styles were constantly used by Bagas when talking to his colleagues, clients, and bosses, namely: consultative style, casual style, and intimate style. Second, Bagas did not use the frozen style.

The use of the intimate style towards all interlocutors might be the most intriguing finding. Chaer and Agustina (2010) state that the intimate style is used by the speakers who have close relationships, such as family or close friends. However, when talking to his clients and bosses who had higher status than him, Bagas used the intimate style. There might be two possible reasons.

The first reason might be because of the nature of Bagas' personality or habit. In the first and second episodes, it was mentioned that before working at BRI, Bagas worked as a travel vlogger. As a vlogger, he might be used to being friendly to all his viewers using the informal language style such as using the words 'guys' or 'see ya'. Moreover, Bagas seemed to be a free-spirited person. It was said by Bagas himself in the first episode of *Pakai Hati The Series* that he could not even stand to be at home, let alone to work in a bank. His words showed that he might

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never experience working in a company, specifically in a bank. In addition, it was possible that Bagas never interacted with people who have different statuses, just like what he had to do in BRI. Therefore, the intimate style might be unconsciously used by Bagas because of his nature and habit before joining BRI.

Another probable reason is that Bagas, as a new employee, tried to get close to those with higher status level. The intimate style which is, according to Chaer and Agustina (2010), commonly used among close friends or family members, was used to build up a closer relationship with Bagas' supervisors and clients. This reason shows that another social dimension, i.e. social distance might also take an important role for someone's choice of speech style. However, as a new employee, Bagas used this intimate style only to respond or comment on what his clients and bosses were saying. He did not initiate a conversation using the intimate style.

The finding of this study shows that although the intimate style is generally used for the speakers who already have close relationships (Chaer & Agustina, 2010), it cannot be automatically assumed that such speech style can only be addressed towards people who have lower or equal statuses. The findings of this study indicated that it might be possible to use the intimate style to the interlocutors with higher status. This result might be because the use of speech style cannot be merely bounded by the status of the interlocutors, but also from the other social factors (e.g.: the participants or context of the conversation) and social dimensions (e.g.: social distance).

According to Chaer and Agustina (2010), the frozen style is the most formal style that is usually used in sacred and very formal ceremonies. In *Pakai Hati The Series*, Bagas never used the frozen style when talking to his colleagues, supervisors, and clients. A possible explanation for this might be that there were no interactions between Bagas and his interlocutors in a very formal and sacred situation, such as in state ceremonies or sermons. Moreover, Bagas' job required him to interact with his interlocutors continuously. Therefore, the frozen style was not appropriate in this context because this style occurs via one-way communication.

The findings also show one significant difference related to the use of speech styles by the main character of *Pakai Hati The Series*. Bagas did not use the formal style when he talked to his colleagues and supervisors, but he used it towards his clients. This is likely to be related to one of the characteristics of formal style; formal style may occur in a one-way communication and among strangers (Lubis, 2017). I noticed that Bagas used the formal style when presenting information or lecturing in workshops or seminars. It was more of one-way communication between Bagas as the speaker and his clients as the audience. Bagas did not use the formal speech style towards his colleagues and superiors because they never met in a situation that required one-way communication only. Moreover, the relationship between Bagas and his colleagues or between Bagas and his supervisors was probably closer than Bagas towards his clients. That might be another reason why Bagas did not use the formal style when he talked to his colleagues and higher-ups.

CONCLUSION

In short, I conclude that Bagas' habit or personality, the type or the context of the conversation, and social distance factor might affect his choice of speech style when talking to his interlocutors with different status. Further research should be undertaken to investigate the factors underlying the choice and usage of one's speech styles. A further study that focuses on the influence of other social factors or social dimensions on the use of speech style might need to be done as well. Since my present study was a small case based on a scripted web series, further research on a larger scale involving more web series or other media-based data is recommended. Despite its limitations, hopefully, this study adds to our understanding of the types and the use of speech styles addressed to interlocutors with different statuses.

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