

The Host's Speech Styles to Male and Female Guests on the *20 Under 20* Podcast

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ABSTRACT

I conducted this study to investigate the speech styles used by Raymond Chin, the *20 Under 20* podcast host. I did this study to find the speech styles used by Raymond Chin when talking to his male and female guests. In addition, I observed the similarities and differences in the speech styles used by Raymond when talking to his male and female guests. In conducting this study, I used the theory of speech styles by Chaer and Agustina (2014). Furthermore, this study was done using the qualitative approach. I found from this study that Raymond used the consultative, casual, and intimate speech style toward his male and female guests. Raymond also employed an additional formal speech style toward his female guest. This study shows that Raymond experiences speech accommodation which causes Raymond to, consciously or unconsciously, adapt his speech style based on the gender of his guest.

Keywords: gender; podcast; speech style.

INTRODUCTION

Communication is an irreplaceable part of society. Through communication, people can give and receive information. Due to its importance, communication can be done in many forms, including speech. While speech is not the only way to communicate, speech is one of the best ways to communicate when compared to other forms of communication (Chaer & Agustina, 2014, p. 69).

In his book *The Five Clocks* (Joos, 1976 as cited in Chaer & Agustina, 2014, p. 70), Martin Joos classifies speech style based on formalities into five groups. These include the intimate, casual, consultative, formal, and frozen styles. Later, this theory was adapted by Abdul Chaer and Leonie Agustina to use in Indonesian context in their 2014 book *Sosiolinguistik*.

In this study, I chose to observe a host's speech styles that occurred in this podcast based on the guest's gender. There are two reasons why I would like to focus on this topic. First, in a podcast, communication is constantly happening. In communication, a process happens to transfer information from a speaker to a receiver or listener, which is why the interlocutor is one of the factors that can affect the speaker's speech style. Moreover, the host Raymond Chin has extensive experience as both entrepreneur and host. His podcast channels educated people in the matter of entrepreneurship.

I chose the *20 Under 20* podcast series as a subject of study for two reasons. The first is because the series can help educate and inform people about the financing industry and entrepreneurship based on the expertise and knowledge of real-life entrepreneurs such as Raymond Chin himself and his guests Faiz Daffa, Erika Richardo, and many more (Chin, 2014). The second reason is the number of views. By 2023, the series had amassed more than one million views, spread throughout eleven podcast videos (Chin, 2014).

There are two videos from the series chosen to be analysed. In the two videos, there are two different guests. These two guests are, Swain Mahisa (Chin, 2021) and Eva Alicia (Chin, 2021). The reasons why I decided to choose those two guests are first, the video length which these guests show. Both guests appear on two different videos, each has a similar video length of 50 minutes (Chin, 2021) which can make the data more even and concrete. The second reason is their age, both Swain Mahisa and Eva Alicia are in their early 20's, and Raymond Chin being 28 years old, placing both the host and the guests age being in the 20's.

For the theoretical framework, I used the theories of speech style by Chaer and Agustina as the main theories of the studies (2014), supported by speech style theory by Wahyuni (2020), and the speech accommodation and convergence theory by Holmes and Wilson (2017). There are five speech styles proposed by Chaer and Agustina (2014, p. 70-72) which are frozen style (*ragam beku*), formal style (*ragam resmi*), consultative style (*ragam usaha*), casual style (*ragam santai*), and intimate style (*ragam akrab*). According to Holmes and Wilson (2017), Speech convergence, known as speech accommodation, occurs when individuals adjust their speech patterns to match their conversation partner. Adopting the speech patterns of another person is commonly regarded as a courteous communication approach (Holmes & Wilson, p. 261).

In conducting the study, there were three following research questions. The first is what speech styles are used by the host, Raymond Chin, towards the male guest?; The second is what speech styles are used by the host, Raymond Chin, towards the female guest?; And the third is what are the similarities and differences between the speech style used by the host, Raymond Chin, towards the male and female guests?

METHOD

In this study, I employ a qualitative methodology, focusing on the analysis of speech style. The source of the data was the utterances made by the host (Raymond Chin) in the two videos of the podcast series *20 Under 20*. In analysing the data, first, I watched the two podcast videos, then I transcribed the podcast manually resulting in a clean transcription of each video. I applied a two-digit numbering system to the data. The first digit was to represent the video in which the utterances are taken: No. 1 is for the utterances taken from video 1, "Wasting Billions Rupiah Worth of Business for MUSIC PASSION ft. Swain Mahisa"; no. 2 is for the utterances taken from video 2, "Hundred Millions Worth of Business Used to be Thought as "Unsuccessful" ft. Eva Alicia". The second digit was to represent each of Raymond Chin's utterances. Next, I marked the characteristics of each speech style with a bold text. Finally, I analysed the utterances of the host using the speech styles theory proposed by Chaer and Agustina (2014) as the main theory.

FINDINGS AND DISCUSSION

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

Speech Styles Used by Raymond Chin as the Host of *20 Under 20* Towards His Male Guest

Based on the data analysis, I found that Raymond used the consultative style, casual style, and intimate style when talking to his male guest. Raymond did not use the frozen style and formal style when communicating with his male guest.

1. Consultative Speech Style

There were some utterances produced by Raymond using consultative style to his male guests. Here is an example:

- a. Utterances 1.1.21 (Video 1, Wasting Billions Rupiah Worth of Business for MUSIC PASSION ft. Swain Mahisa)

Raymond : ***Holy shit! 200 sneakers? Rata-rata tuh berapa harganya?***
[Holy shit! 200 sneakers? What's the average price?]

Raymond and Swain engage in consultative speech style as they share information through their utterances. Raymond's response to Swain's claim about selling 200 pairs of shoes in a day. Raymond, as the moderator, poses a new question, aligning with the outcome-focused characteristic of the consultative style (Chaer & Augustina, 2014).

Raymond utterances also contain characteristics of both formal and casual speech style. Formal style characteristics can be seen in the use of the structure of the complete S-P-O-K structure in the utterance “*Rata-rata tuh berapa harganya?*” [What's the average price?] (Wahyuni, 2020), and the use of standard Indonesian words such as *berapa* (how much) and *rata-rata* [the average] (Chaer & Augustina, 2014). The casual style characteristics can be seen in the lack of proper S-P-O-K structure in the utterance “*Holy shit! 200 sneakers?*”, and the use of interjections such as “*holy shit!*” in the utterance (Wahyuni, 2020, p. 76).

2. Casual Speech Style

There were some utterances produced by Raymond using casual style to his male guests. Here is an example:

- a. Utterances 1.1.129 (Video 1, Wasting Billions Rupiah Worth of Business for MUSIC PASSION ft. Swain Mahisa)

Raymond : ***Anjay, mantap*** alright. I guess this is *sebenarnya udah sih kayak* podcast kita lama juga ya.
[What the hell, great alright. I guess this is actually already, we've spent a long time on our podcast, huh.]

This utterance is considered a casual style because the utterances contain simple utterances (Chaer & Augustina, 2014) without following a complete S-P-O-K structure. The utterances also contain interjections such as “*Anjay*” which is a slang word derived from the word “*anjing*”, this word was meant to demean another person or to exclaim surprise (Wahyuni, 2020) and vulgar slang such as “*holy shit*”.

3. Intimate Speech Style

There were some utterances produced by Raymond using intimate style to his male guests. Here is an example:

- a. Utterances 1.1.146 (Video 1, Wasting Billions Rupiah Worth of Business for MUSIC PASSION ft. Swain Mahisa)

Raymond : *Gila, mantap.*
[That's insane, fantastic]

Raymond's remark is an answer to Swain's utterance. This utterance was made at the conclusion of the podcast series, when Raymond asked Swain to provide concluding remarks. Ultimately, Swain spoke about being an inspiring leader as opposed to an intimidating one.

I have categorized this utterance as an example of an intimate speech style because it exhibits evidence of extraction (Joos, 1976, as cited in Angelia, 2008). The words "*gila*" [insane] and "*mantap*" [fantastic] is the minimal form of casual discourse. In addition, this utterance lacks a subject and object (Tji, 2012) and is therefore structurally incomplete.

Speech Styles Used by Raymond Chin as the Host of *20 Under 20* Towards His Female Guest

Based on the data analysis, I found that Raymond used the formal, consultative style, casual style, and intimate style when talking to his male guest. Raymond did not use the frozen style when communicating with his female guest.

1. Formal Speech Style

There were some utterances produced by Raymond using formal style to his female guests. Here is an example:

- a. Utterances 2.2.18 (Video 2, Hundred Million Worth of Business Used to be Thought as "Unsuccessful" ft. Eva Alicia)

Raymond : *Iya, daripada kalian nonton orang makan keripik, nonton apa, sudah kalian nonton TikTok dia aja.*
[Yes, instead of watching people eat chips, just watch her TikTok.]

This utterance is considered a formal style because the utterances occupy a certain causative function (Wahyuni, 2020). These functions are S (subject), P (predicate), O (object), Pel (complimentary), K (explanation). In the utterance, the words also use standard Indonesian words.

2. Consultative Speech Style

There were some utterances produced by Raymond using consultative style to his female guests. Here is an example:

- a. Utterances 2.2.67 (Video 2, Hundred Million Worth of Business Used to be Thought as "Unsuccessful" ft. Eva Alicia)

Raymond : *Emang **lu** **gak** ada hobi **kayak** pulang sekolah main game atau apa **gitu**? Orang-orang ini ya, sebelum sekolah kerja, setelah sekolah kerja, **megang** bisnis. **Gue** bingung **tuh** gimana **sih**?*
[Don't you have a hobby, after school didn't you play games or something like that? People these days, before school you work, after school you work again, and you also own a business. I'm confused, how come?]

This style is considered consultative speech style because Raymond and Eva share information in response to the previous utterances. In this comment, Raymond Chin

addresses Eva's previous comment depicting her daily routine. Raymond, the host, provides his response then proceeds to add a new query on whether or not Eva has any hobbies aside from work. This renders the statement outcome-oriented, which is a characteristic of consultative speech style (Chaer & Agustina, 2014).

Raymond utterances also contain characteristics of both formal and casual speech style. Formal speech style characteristics are reflected in the use of complete S-P-O-K structure and how the utterance occupies a certain causative function (Wahyuni, 2020). These functions are S (subject), P (predicate), O (object), Pel (complimentary), K (explanation) in the utterance "*Emang lu gak ada hobi kayak pulang sekolah main game atau apa gitu?*" [Don't you have a hobby, after school didn't you play games or something like that?].

The casual style characteristics can be seen in the minimal sentence which is characterised by the lack of complete S-P-O-K structure in the utterances. The use of non-standard Indonesian in the utterance is also further indication of the casual speech style (Arndt & Janney, 1987, as cited in Tji, 2012). Finally the utterance uses sentence particles like "*sih*", in the utterances (Wahyuni, 2020).

3. Casual Speech Style

There were some utterances produced by Raymond using casual style to his female guests. Here is an example:

- a. Utterances 2.2.4 (Video 2, Hundred Million Worth of Business Used to be Thought as "Unsuccessful" ft. Eva Alicia)

Raymond : **Congrats**, *rambutnya juga baru. Sama congrats lagi ngelakuin challenge 20 meter itu—yang itu kan.*
[Congrats on your new hair too. Congrats on doing the 20 meters challenge—that one, right]

This utterance is considered a casual style because the utterances contain the characteristics of casual style such as the use of simple utterances without following a proper S-P structure. Another factor that makes these utterances casual is the use of *allegro* in the utterances (Chaer & Agustina, 2010, as cited in Anggraini, 2021). The word "congrats" is a shortening of the word "congratulations".

4. Intimate Speech Style

There were some utterances produced by Raymond using intimate style to his female guests. Here is an example:

- a. Utterances 2.2.66 (Video 2, Hundred Million Worth of Business Used to be Thought as "Unsuccessful" ft. Eva Alicia)

Raymond : *Terus?*
[So what?]

In the utterance, Raymond is responding to Eva in the given statement. Eva explained to Raymond that sphere used to be a famous brand of stationery product called 'Typo'. Eva continues by describing how some of her friends' pre-order the product from Singapore and Malaysia.

I considered this utterance to be an example of an intimate speech style because it exhibits evidence of extraction. The word “*terus?*” [so what?] is the extraction of a minimal pattern from informal utterances (Joos, 1976, as cited in Angelia, 2008). Finally, this utterance has an incomplete structure, lacking any subject or object (Tji, 2012).

The Similarities and Differences of The Speech Styles Used by Raymond Chin as the Host of 20 Under 20 Towards His Male and Female Guest.

The analysis reveals one notable difference and four significant similarities. The similarities lie in the usage of consultative, casual, and intimate speech styles, as well as the exclusion of the frozen speech style in the podcast. On the other hand, the difference is observed in Raymond Chin's addition of a formal speech style when conversing with his female guests, which is not present when speaking to his male guest.

The first difference can be observed in Raymond's use of a formal speech style when interacting with his female guest, Eva Alicia. In these instances, Raymond employs standard Indonesian words, adheres to formal grammar rules (Chaer & Agustina, 2014, and follows the proper and complete S-P structure (Wahyuni, 2020). The inclusion of a formal speech style may be influenced by various factors, including Eva's gender; this phenomenon was known as speech accommodation (Holmes & Wilson, 2017). It is in my opinion that there are two reasons why Raymond feels the need to accommodate his speech style to Eva. The first is that Raymond might feel compelled to speak more politely and respectfully towards his female guest, resulting in a higher formality level in his speech style. This shift in speech style can be attributed to social and cultural norms that emphasise politeness and sensitivity towards women. The second reason being that Raymond attempted to build a polite atmosphere. It can also be said that Raymond has a vested interest in pleasing the other or putting Eva at ease (Holmes & Wilson, 2017). However, even within the use of formal speech style, Raymond maintains a certain level of casualness to create an approachable and relaxed atmosphere during the podcast.

Moving on to the similarities, the first one is the usage of the consultative speech style when engaging with both male and female guests. In this style, Raymond displays characteristics of both formal and casual speech styles (Chaer & Agustina, 2014). Formal elements can be observed in his use of proper and complete S-P structures in some utterances (Wahyuni, 2020), while casual elements are evident in utterances with *allegro* (Chaer & Agustina, 2010, as cited in Anggraini, 2021), non-standard language (Arndt & Janney, 1987, as cited in Tji, 2012), sentence particles, interjections (Wahyuni, 2020), and regional language elements (Chaer & Agustina, 2014). The consultative style, known for its result-oriented nature (Chaer & Agustina, 2014), plays a crucial role in facilitating information exchange, which aligns with the podcast's goal of sharing knowledge and eliciting feedback from guests.

The second similarity lies in Raymond's utilisation of the casual speech style with both male and female guests. He employs regional language elements (Chaer & Agustina, 2014), interjections, non-standard language in both English and Indonesian (Wahyuni, 2020), and incomplete S-P structures. This style is used for conversation in relaxed or normal situations (Chaer & Agustina, 2014). In the podcast the casual speech style helps foster a relaxed atmosphere between the host and guests. While the consultative style focuses on information exchange, a successful exchange relies on the presence of a comfortable environment.

The third similarity is Raymond's use of an intimate speech style when conversing with his male and female guests. This style, typically employed among individuals with close connections such as family members or close friends, is also utilised by Raymond in his

interactions with guests (Chaer & Agustina, 2014). This could be attributed to his experience as a podcast host, where the use of intimate speech style might have become a habit or a deliberate strategy to establish a personal connection with guests and ensure a smooth progression of the podcast.

Lastly, another similarity is Raymond's exclusion of the frozen speech style when engaging with both male and female guests. The formal and rigid nature of the frozen speech style, typically reserved for serious and formal occasions, is not suitable for the open and casual atmosphere of a podcast (Chaer & Agustina, 2014). As a host, Raymond needs to be flexible in asking questions and responding to conversations, making it necessary to avoid the constraints of the frozen speech style.

CONCLUSION

In conclusion, the analysis highlights four similarities and one difference in Raymond Chin's speech styles as the host of the 20 Under 20 podcast towards his male and female guests. The similarities include the usage of consultative, casual, and intimate speech styles, as well as the exclusion of the frozen speech style. The only difference observed is Raymond's adoption of a formal speech style when conversing with his female guest.

Raymond's accommodation towards female guests, adopting a formal and respectful tone, reflects adherence to social norms emphasising politeness and sensitivity. This highlights the importance of accommodation and convergence in effective communication and social connections. Such adaptations promote rapport, comfort, and minimise misunderstandings, aligning with sociolinguistic theories.

This study deepens our understanding of speech style variation and gender dynamics in podcasting, emphasising the significance of accommodation and convergence for inclusive and engaging communication. It contributes to sociolinguistic comprehension and encourages improved podcasting practices.

To further enhance our understanding of speech style, it is imperative to conduct further research that explores the variations arising from cultural, ethnic, and generational differences within contexts such as podcasts or other business-oriented speech settings. These factors can significantly impact the way individuals communicate, as they are influenced by cultural norms, societal expectations, and shared experiences.

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