

## **Speech Styles Applied by Raymond Chin When Communicating to Faiz Daffa and Hermanto Tanoko**

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### **ABSTRACT**

This study explores Raymond Chin's speech styles when communicating to his younger and older guests on his podcast. In addition, the writer noted the similarities and differences in Raymond Chin's speech styles when communicating to both his guests. The writer conducted this study using Chaer and Agustina (2004) speech style theory, which was supported by Chaer and Agustina (2010) and Chaer and Agustina (2014). Furthermore, this study was conducted using a qualitative approach. The analysis found that Raymond employed formal, casual, consultative, and exclusion of frozen styles when communicating to both his younger and older guests. Meanwhile, Raymond exclusively employed an intimate style only when communicating to his younger guests. This study also demonstrates that Raymond, either intentionally or not, adapts his style of speech to the ages of his guests. Additionally, Raymond Chin's speech styles do not significantly vary depending on the age of his guests on his podcast.

**Keywords:** age, podcast, speech style

### **INTRODUCTION**

According to Chaer and Agustina (2004), there are five speech styles: frozen, formal, consultative, casual, and intimate. Depending on the circumstance and the subjects being discussed, people speak differently. They have their own way of style. According to Pennebaker and King (1999), people use a variety of vocal expression techniques to communicate even when the message's content is the same. In terms of age gap, the writer believes that when people are talking with others who are older or younger, they will use different styles based on the person's age. The addressee, the setting, the topic, or the purpose of the conversation can all have an impact on the choice and application of speech style. These elements are closely linked to the social dimensions or factors of the discussion, which include the participants' social status, ages, gender, social distance from one another, the formality of the context, and the functional scale (Holmes, 2017).

In this study, the writer aims to know speech styles used by Raymond Chin, the host when communicating with Faiz Daffa and Hermanto Tanoko. The writer also aims to know the similarities and differences of speech styles used by Raymond Chin when communicating to Faiz Daffa and Hermanto Tanoko. The podcast with Faiz Daffa tells about the journey of how he became successful at the age of 19 even though previously he was bullied. On the other hand, it talks about the strategy and mindset to become successful business people in the podcast with Hermanto Tanoko. Each video podcast has 39 minutes for Faiz Daffa's podcast, whereas it has 41 minutes for Hermanto Tanoko's podcast. The videos are taken from Raymond Chin's Youtube channel (Chin, 2022).

The writer decides to choose both of the guests, Faiz Daffa who is 21 years old and Hermanto Tanoko who is 61 years old since this study would like to analyze types of speech

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styles used when communicating with younger and older people. Faiz Daffa is younger and Hermanto Tanoko is older than Raymond Chin, the host who is 28 years old. Besides, those two videos are suitable with the writer's study which is talking about business context in giving some point of view and tips to become successful business people for millennials and there is an age gap between the host and the guests.

Raymond Chin is an entrepreneur, Tiktokker, and Youtuber from Yogyakarta. He is famous for various content about finance and business shared on social media. He was born in 1995 and he will be 28 years old this year, 2023 (Dailysia, 2023). On the other hand, Faiz Daffa is one of the young successful entrepreneurs. He started his own business, Antarestar Brand, when he was 16 years old and got his first 1 billion income when he was 17 years old. He was born in 2002 and in 2023, he will be 21 years old (Masroni, 2023). According to Widi (2022), a journalist, the founder and CEO of the Tancorp Group, which manages Indonesia's biggest paint manufacturer, PT Avia Avian Tbk, is Hermanto Tanoko. With total assets of US\$3.3 billion, or IDR 43.05 trillion, he is one of Indonesia's wealthiest persons. He was born in 1962 and he will be 61 years old in 2023.

In observing and analyzing speech style types that are used by Raymond Chin in the podcast of *Omzet 3.5M per bulan di umur 19 tahun?! Ft. Faiz* (Income of 3.5 billion per month at the age of 19?! Ft. Faiz) with Faiz Daffa who is younger than him and *Ini strategi & mindset bisnis orang terkaya ke 7 di Indonesia! Ft. Hermanto Tanoko* (This is the business strategy and mindset of the 7th richest person in Indonesia! Ft. Hermanto Tanoko) with Hermanto Tanoko who is older than him, the writer uses the theory of speech styles by Chaer and Agustina (2004), supported by Chaer and Agustina (2010), Chaer and Agustina (2014).

## **METHODS**

The writer inspected the data collected by using a descriptive qualitative method. The unit of analysis was certain utterances about business that contain speech styles by Raymond Chin as the host when communicating to Faiz Daffa and Hermanto Tanoko. The writer collected the data by downloading those two podcast videos from the Youtube channel of Raymond Chin, watching it, and moving the transcript from the Youtube of both two podcasts separately into the tables to observe types of speech styles used by Raymond Chin. The data was analyzed using the theory of speech styles by Chaer and Agustina (2004), supported by Chaer and Agustina (2010), Chaer and Agustina (2014).

## **FINDINGS AND DISCUSSION**

In this part, the writer talks about the results and her interpretation of the analysis's outcome. There are three parts.

### **Speech Styles Applied by Raymond Chin When Communicating to His Younger Guest**

The writer found that Raymond used the casual style, consultative style, formal style, and intimate style when talking to his younger guest. Raymond did not use the frozen style towards his younger guest.

#### **1. Casual Style x Formal Style**

There were some utterances applied by Raymond using casual and formal style to his younger guest. Here is an example:

a. Utterances 1.1 (Video 1, Omzet 3.5M per Bulan di Umur 19 tahun?! Ft. Faiz (Income of 3.5 Billion per Month At the Age of 19?! Ft. Faiz)

Raymond Chin: “Alright, welcome to 20 under 20. *Gue mau to the point aja nih Fiz...*”  
 (“Alright, welcome to 20 under 20. I want to the point Fiz...”)

The writer believed that the utterance is considered as informal since it contains the casual style’s and formal style’s characteristics. In the utterance, Raymond said “*Gue mau to the point aja nih Fiz...*” (Let’s to the point **Fiz...**) shows that it is a nickname of "Fiz " which is considered as casual style (Chaer & Agustina, 2010). Besides, it uses regional languages, such as “*Gue*” (I/me) (Chaer & Agustina, 2004). Additionally, the writer realized that Raymond also uses formal styles in this utterance. According to Chaer and Agustina (2010), this utterance has a correct grammatical structure which means having a complete standard S,P,O,K.

## 2. Consultative Style

There were some utterances applied by Raymond using consultative style to his younger guest. Here is an example:

a. Utterances 1.6 (Video 1, Omzet 3.5M per Bulan di Umur 19 tahun?! Ft. Faiz (Income of 3.5 Billion per Month At the Age of 19?! Ft. Faiz)

Raymond Chin: “*Soalnya gini, lu sekarang punya berapa karyawan si di Antarestar?*”  
 (“The thing is, how many employees do you have at Antarestar now?”)

This utterance is considered as consultative style because the writer believed that the host, Raymond, used an interrogative sentence to consult about how Faiz could become successful and how many employees that he has by asking a question (Chaer & Agustina, 2010). Besides, there is a presence of both casual and formal styles in interrogative sentences (Chaer & Agustina, 2014). For casual styles, Raymond uses a regional language that is the word “*lu*” (You). Meanwhile, Raymond also uses a standard grammatical for the presence of formal styles in this utterance. According to Chaer and Agustina (2010), this utterance has a correct grammatical structure which means having a complete standard S,P,O,K, such as “*lu*” (you) as the subject, “*punya*” (have) as the predicate, and “*karyawan*” (employees) as the object, and “*di Antarestar sekarang*” (at Antarestar now) as the explanation (K).

## 3. Intimate Style

There were some utterances applied by Raymond using intimate style to his younger guest. Here is an example:

a. Utterances 1.24 (Video 1, Omzet 3.5M per Bulan di Umur 19 tahun?! Ft. Faiz (Income of 3.5 Billion per Month At the Age of 19?! Ft. Faiz)

Raymond Chin: “*Terus? Terus?*”  
 (“Next? Next?”)

It is considered an intimate style because the writer believed that it shows the extraction of simple patterns from casual styles (Chaer & Agustina, 2014). It also shows that the utterance lacks the subject and predicate (Chaer & Agustina, 2010) which means incomplete sentences. Raymond only expressed the sense of his curiosity about Faiz’s bullying story by only saying

“*Terus? Terus?*” (“Next? Next?”) as the adverb or conjunction without having a subject or predicate.

### **Speech Styles Applied by Raymond Chin When Communicating to His Older Guest**

The writer found that Raymond used the casual style, consultative style, and formal style when talking to his older guest. Raymond did not use the frozen and intimate style towards his older guest.

#### **1. Formal Style x Casual Style**

There were some utterances applied by Raymond using both formal and casual style to his older guest. Here is an example:

a. Utterances 2.1 (Video 2, *Ini Strategi & Mindset Bisnis Orang Terkaya ke 7 di Indonesia!* Ft. Hermanto Tanoko (This is the Business Strategy and Mindset of the 7th Richest Person in Indonesia! Ft. Hermanto Tanoko)

Raymond Chin: “*Hari ini kita kedatangan tamu yang spesial banget*”  
 (“Today we have a very special guest”)

The writer believed this utterance is considered as informal since it contains the formal style and casual style characteristics. According to Chaer and Agustina (2010), this utterance has a correct grammatical structure which means having a complete standard S,P,O,K. *Kita* (we) as the subject, *kedatangan* (have) as the predicate, *tamu yang spesial banget* (a very special guest) as the object, and *hari ini* (today) as the explanation (K). This utterance also uses standard language “*kita*” (we) instead of using non-standard language “*gue*” (I). The writer also believed the utterances is considered as casual style because it contains a non-standard language (Chaer & Agustina, 2004), such as “*bangat*” (so much) which is allegro form instead of using “*sekali*” (so much).

#### **2. Consultative Style**

There were some utterances applied by Raymond using consultative style to his older guest. Here is an example:

a. Utterances 2.20 (Video 2, *Ini Strategi & Mindset Bisnis Orang Terkaya ke 7 di Indonesia!* Ft. Hermanto Tanoko (This is the Business Strategy and Mindset of the 7th Richest Person in Indonesia! Ft. Hermanto Tanoko)

Raymond Chin: “*Oke, Avian tu keputusan terbaiknya Pak Hermanto?*”  
 (“Okay, is Avian the best decision Mr Hermanto?”)

This utterance is considered as consultative style because the writer believed that the host, Raymond, used an interrogative sentence by asking a question (Chaer & Agustina, 2010). In addition, there is also a presence of both casual and formal styles in interrogative sentences (Chaer & Agustina, 2014). For casual styles, Raymond used an unnecessary particle of “*tu*” in his utterances (Chaer & Agustina, 2004). Meanwhile, Raymond also uses a standard grammatical for the presence of formal styles in this utterance. According to Chaer and Agustina (2010), this utterance has a correct grammatical structure which means having a complete standard S, P, O, K and uses a standard language, such as “*Pak Hermanto*” (“Mr. Hermanto”).

### **The Similarities and Differences of Speech Styles Applied by Raymond Chin When Communicating to His Younger and Older Guests**

From the analysis, the writer found out that there are one difference and four similarities. The difference is shown in the use of an intimate speech style when Raymond communicated to his younger guest, which is not used when communicating to his older guest. The similarities are shown in the use of formal, casual, consultative, and the elimination of frozen style when Raymond communicated to both his guests.

The only difference could be seen in the use of intimate styles that Raymond applied to his younger guest, not the older one. In this case, Raymond's utterances show the extraction of simple patterns from casual styles (Chaer & Agustina, 2014), such as "*Gila bro*" (Crazy bro). The use of this intimate style itself can be triggered by several factors, such as Faiz Daffa's age. People mostly use slang words and nonstandard language when talking to adolescents or young children. Meanwhile, people mostly tend to use standard and formal language that is prestigious and decent when speaking or talking with adults or elderly people (Okombo, 2020). Based on the writer's thought, there are two reasons why Raymond only used this intimate style to his younger guests. The first reason is because of their age gap. Raymond Chin and Faiz Daffa are still young entrepreneurs and have young spirits. The second reason is because Raymond seemed to want to build polite ambience and show his respect towards Hermanto Tanoko considering Hermanto Tanoko is much older than Raymond Chin. Therefore, Raymond avoids using intimate styles toward his older guest since it is the most informal one.

Talking about the similarities, the first similarity is the use of formal styles that Raymond applied when communicating to both his guests. In this style, Raymond shows the characteristics of formal styles in his utterances. The characteristics of formal styles can be seen in the use of a complete standard S.P.O.K and standard language (Chaer & Agustina, 2010). Raymond applied formal styles toward both his guests because considering it is an official podcast show that will be watched by a lot of people all around the world which means he needs to pay attention to his structured language.

The second similarity is the use of casual styles that Raymond applied when communicating to both his guests. In this style, Raymond applies the characteristics of casual styles in his utterances. The characteristics of casual styles can be seen in the use of allegro form which means the words that are said become shorter than they are supposed to be. Casual styles also tend to use regional language, unnecessary particles, not to use complete and proper grammar patterns (Chaer and Agustina, 2004). For example, the use of "*kan, nih, gue, lu, gak, banget, etc*" (see, I, you, so much, etc). Raymond used casual styles to both his guests because Raymond seems to want to produce a relaxed and comfortable ambience in his podcast.

The third similarity is the use of consultative styles that Raymond applied when communicating to both his guests. In this style, Raymond applies the characteristics of consultative styles in his utterances that is the way people typically interact and consult in interrogative sentences with other people who speak the same language to acquire information (Chaer & Agustina, 2010) with the presence of both formal and casual styles (Chaer & Agustina, 2014). Raymond applied this style towards both his guests because he is a host that will ask and acquire information to the audiences which makes this style the most dominant style that he used during his podcasts.

The last similarity is the elimination of frozen styles when communicating to both his guests. Raymond does not apply this style because it is not suitable for his podcast that has relaxed and enjoyable ambiances. Frozen styles are mostly used in official events and have long and stiff sentences (Chaer & Agustina, 2004). Meanwhile, as a host, Raymond needs to be

flexible to ask questions and respond to the conversation which makes Raymond have to evade the use of frozen styles in his conversation with both his guests.

## CONCLUSION

In conclusion, the writer found four similarities and one difference of speech styles that Raymond applies towards both his guests. The similarities are shown in the use of formal, casual, consultative, and the elimination of frozen style when Raymond communicated to both his younger and older guests. The difference is shown in the use of an intimate speech style when Raymond communicated to his younger guest, which is not used when communicating to his older guest.

Furthermore, the study's findings do not really support the claim that Raymond's speech styles as host vary significantly depending on the age of his guests because apparently Raymond also used both casual and formal style towards his older guest that is considered as informal language. This variance does not really indicate the effect of social and cultural factors to produce speech styles. Raymond also used casual styles towards his older guest to accommodate the speech styles of the guests and listeners to create relaxed and comfortable ambiances since he has been a host for years in the podcasting context.

To improve our understanding of speech style, additional research is needed that investigates variations caused by cultural, ethnic, and generational disparities in situations such as podcasts or other commercial settings. Individuals' communication styles can be greatly influenced by cultural norms, societal expectations, and shared experiences. Furthermore, evaluating social status in speech style will reveal how different levels of social status use language and adapt to changing communication trends. Expanding our knowledge in these areas will lead to better cross-cultural understanding. To sum up, besides its limitation of this study, the writer hopes this study could give the understanding of the usage of speech styles in different age groups.

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