

Language Styles Used in *Jete Indonesia* and *Doran Gadget's* article

Filippo Aurel Kezia

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, INDONESIA
E-mail: a11200007@john.petra.ac.id

ABSTRACT

This study aims to examine the language style used in an article of *Jete Indonesia* which is *Five Best Jete Smartwatches to Accompany Your Activity*, and *Doran Gadget's* article which is *GoPro Hero Twelve Specifications: Longer Battery Life!*. The objective of the study is to analyze the different and similar language styles that were used in *Jete Indonesia's* article and *Doran Gadget's* article. Besides, the writer employs a descriptive qualitative approach using Keraf's (2010) theory on the types of language styles based on diction. The data analysis shows there is not a significant difference in the language styles used in *Jete Indonesia's* article and *Doran Gadget's* article. The research findings could be indicated by the vocabulary used in the formal and informal language styles from *Jete Indonesia's* article and *Doran Gadget's* article. Concerning the conversational style used between *Jete Indonesia* and *Doran Gadget's* article, *Doran Gadget* which is a formal style employs the conversational style more than *Jete Indonesia* which is an informal one.

Keywords: differences and similarities, language styles, types of language styles

INTRODUCTION

This study discusses language styles used based on word choice used in *Jete Indonesia* and *Doran Gadget's* article. The writer chooses to analyze one article in *Jete Indonesia* which is *Five Best Jete Smartwatches to Accompany Your Activity* (Listiawan, 2023), and one in *Doran Gadget* which is *GoPro Hero Twelve Specifications: Longer Battery Life!*, (Listiawan, 2023). Both articles have different audiences. Therefore, the writer wants to observe what language style is used in both articles and what are the similarities and differences between them. The writer uses Keraf's (2010) theory to support this study.

METHODS

The writer used a descriptive qualitative approach. The data were taken from the vocabulary used in *Jete Indonesia* and *Doran Gadget's* article. The source of data is taken from every sentence in both articles. The writer used a two-digit numbering system to observe the two chosen articles and collect the data. The data was analyzed using Keraf's (2010) theory of *gaya bahasa berdasarkan pilihan kata* (language style based on diction). The unit of analysis is sentence.

FINDINGS AND DISCUSSIONS

This section presents the language style used based on the vocabulary indicator in *Jete Indonesia's* and *Doran Gadget's* articles. The language style that was used in both articles employed these three: Formal style, Informal style, and Conversational style. The comparison between *Jete Indonesia's* and *Doran Gadget's* articles and each of the language styles is discussed further in the section below.

Comparison of *Jete Indonesia's* article and *Doran Gadget's* article

In this section, the writer provides his analysis by comparing and showing his findings about the differences and similarities of the language style used in the two articles, one in the *Jete Indonesia* article, which is the *Five Best Jete Smartwatches to Accompany Your Activity* (Listiawan, 2023) and another one in *Doran Gadget's* article namely *GoPro Hero Twelve Specifications: Longer Battery Life!* (Listiawan, 2023). *Jete Indonesia's* article uses an informal language style since the target audience is mostly young people and students. Whereas, *Doran Gadget* has a different target audience which is business people, workers, or high-class people so the article also employs mostly a formal language style since it is used in more formal occasions. From the analysis, the writer used Keraf's (2010) theory about language style based on diction that is formal style, informal style, and conversational style which were used in the *Jete Indonesia* article. The table below shows the differences in the percentage results of using a language style in both two articles.

Table 4.1. Table of Comparison between *Jete Indonesia's* article and *Doran Gadget's* article.

Language Style	<i>Doran Gadget</i> (Formal)		<i>Jete Indonesia</i> (Informal)	
	Frequency	Percentage	Frequency	Percentage
FS	24	40%	28	43.75%
INS	23	38.3%	30	46.875%
CS	13	21.7%	6	9.375%
Total	60	100%	64	100%

The table above shows the comparison and differences in language style used by percentage. The result shows that *Jete Indonesia's* article mostly uses an informal language style that has thirty sentences with 46.875%, however, *Doran Gadget's* article mostly uses a formal style has twenty-four sentences with 40%.

Formal Language Style

As proposed by Keraf (2010), formal style is a complete form and is commonly used in formal situations; such as speeches or state headlines, ceremonies, or presidential addresses. A formal language style is a language with the highest language style, even though it is commonly used in ceremonial speeches with an expectation that this kind of style is well used and maintained (Keraf, 2010). Analyzing the data from *Jete Indonesia* and *Doran Gadget's* article from the vocabulary. The explanation below shows the formal language style used in both articles in *Jete Indonesia's* and *Doran Gadget's*.

Some examples of sentences that are used in *Jete Indonesia's* and *Doran Gadget's* articles are classified as formal style:

- *Sample: Data 1.17*

“Sedangkan jika mengaktifkan beberapa mode atau dalam mode working time, maka ketahanannya mampu hingga 3-6 hari” (meanwhile, if you activate several modes or in working time mode, the durability can up to 3-6 days.)

Sentence 1.17 above is taken from *Jete Indonesia's* article. Through the vocabulary indicator, this sentence is indicated as a formal language style. It is proven in the sentence that it used the words “*jika mengaktifkan*” (if you activate) and “*mampu hingga*” (can up to). Looking at Keraf's (2010)

theory, this sentence is considered formal style since the word choice based on diction seems in a formal occasion.

- *Sample: Data 1.22*

“Selain menggunakan tombol, pengguna dapat melakukan pengaturan dengan touchscreen.”
(Apart from using buttons, users can make settings with the touchscreen)

The sentence above indicates a formal language style. Looking at the vocabulary used, sentence 1.22 seems like a formal situation. Examples of words that indicate formal language style in the sentence are proven in the words “*menggunakan*” (use) and “*dapat*” (can) instead of “*memakai*” (use) and “*bisa*” (can).

After discussing *Jete Indonesia's* article, the following discussion is about the other article. These two examples below are taken from *Doran Gadget's* article.

- *Sample: Data 2.3*

“Pihak pabrik memberikan sejumlah pembaruan di berbagai fitur.” (The manufacturer provides a number of updates in various features.)

Referring to Keraf's (2010) theory, formal language style is a style in its complete form, a style that is used in a formal situation, a style that is used with an expectation that this style is well used and maintained.

Sentence 2.3 is one of the examples that is taken from Doran Gadget's article that provides information of the product. Looking at the vocabulary, the whole sentence above tends to be in a formal occasion that indicates a formal language style since it uses the words “*memberikan sejumlah*” (give some).

- *Sample: Data 2.6*

“Berikut spesifikasi GoPro Hero 12 Black secara umum yang perlu Anda ketahui.”
(Following are the general specifications that you need to know).

Sentence 2.6 is one of the examples that is taken from Doran Gadget's article that wants to invite the readers to learn more about the product. Looking at the vocabulary, the sentence above tends to be in a formal occasion that indicates a formal style as the words “*berikut*” (Following) and “*Anda ketahui*” (you need).

Informal Language Style

Referring to Keraf's (2010) theory, an Informal language style is a language style that is utilized in standard language, especially on informal occasions. Keraf (2010) states that the informal style tone is more relaxed and the word choices are simpler and shorter. However, it is not only in speaking but also in writing. The explanation below shows the formal language style used in both articles in *Jete Indonesia's* and *Doran Gadget's*.

Some examples of sentences that are used in *Jete Indonesia's* and *Doran Gadget's* articles are classified as informal style

- *Sample: Data 1.7*

“Berikut beberapa fitur lengkap yang ada di smartwatch JETE untuk menemani olahraga dan kesehatan agar harimu lebih baik.” (Here are some of the complete features on the JETE smartwatches to accompany your exercise and health to make your day better)

Sentence 1.7 wants to explain the features of JETE smartwatches with their specifications and are delivered to young people or students. This kind of sentence tends to be in the informal language style rather than the formal style looking at the audience. In terms of vocabulary, sentence 1.7 is

indicated in an informal style since this sentence used the standard form but is still casual and tends to be on less formal occasions. An example of vocabulary that indicates an informal language style in the article is “*harimu*” (your day).

- *Sample: Data 1.6*

“*Untuk mengetahui kelima jam tangan pintar ini secara umum, bisa kamu lihat dalam tabel berikut ini.*” (To find out these five JETE Smartwatches in general, you can see the following table)

Looking at the vocabulary indicator, the sentence above indicates an informal style since it uses the word “*bisa kamu lihat*” (you can see). The sentence above wants to invite the audience or readers to find out more information about 5 Best JETE Smartwatches through the article and the following sentences.

After looking at *Jete Indonesia*’s article, these two examples below are taken from *Doran Gadget*’s article:

- *Sample: Data 2.13*

“*Kemudian, bobotnya bisa dibilang sangat ringan di kisaran 154 gram.*” (Then, the weight can be said to be very light and at around 154 gram)

Sentence 2.13 explains the weight of the GoPro Hero 12 black to the audience. Looking at the vocabulary indicator, the sentence indicates an informal style since it uses the word “*bisa dibilang*” (can be said).

- *Sample: Data 2.21*

“*Kamera terbaru dari GoPro ini juga dibekali fitur video HDR yang bisa diandalkan untuk perekaman pada 5.3k dan 4k 60fps.*” (The latest camera from GoPro is also equipped with an HDR video feature that can be relied on for recording at 5.3k and 4k 60fps).

Looking at the vocabulary, the sentence above indicates an informal style as it uses the word “*yang bisa diandalkan*” (that can be relied on).

Conversational Language Style

Keraf (2010) explains that in this type of language style, the word choices are popular and conversation words. Keraf (2010) also states that conversational construction is used by many educated people but it is never used while they are writing. Seeing in both two articles, those may not use popular words or slang words, but this is proved in both *Jete Indonesia* and *Doran Gadget*’s article that the word choice tends to be in a conversational style because it is an interactive way.

- *Sample: Data 1.57*

“*Nah, itu dia JETE Lovers beberapa rekomendasi Smartwatch JETE terbaik yang bisa kamu pilih untuk mendukung aktivitasmu sehari-hari.*” (So, those are JETE Lovers, some recommendations for the best JETE Smartwatches that you can choose to support your daily activities)

Looking at the vocabulary indicator, the sentence above indicates a conversational style as it uses the words “*Nah, itu dia JETE Lovers* (So, those are JETE Lovers) and “*yang bisa kamu pilih*” (that you can choose).

- *Sample: Data 1.59*

“*Apapun pilihannya, pastikan memilih sesuai dengan kebutuhan dan budget yang kamu miliki.*” (Whatever the choice, make sure you choose according to your needs and budget)

Looking at the vocabulary, the sentence above indicates a conversational style as it uses the word “*pastikan memilih*” (make sure you choose).

Kezia: Language Styles Used in Jete Indonesia and Doran Gadget's article

After looking at *Jete Indonesia's* article, these two examples below are taken from *Doran Gadget's* article:

- Sample: Data 2.24

“*Inilah yang membuat video memiliki sudut pandang lebih luas.*” (This is what makes the video have a wider perspective)

Looking at the vocabulary, the sentence above indicates a conversational style as it uses the word “*inilah yang membuat video*” (this is what makes the video). Especially in the word “*inilah*” in the sentence.

- Sample: Data 2.25

“*Suka gerakan lambat? Aktifkan mode Slo-Mo dengan pelambatan hingga 8x untuk video beresolusi 2.7k dan Slo-Mo 4x di video dengan resolusi 4k.*” (Do you like slow motion? Enable Slo-Mo with up to 8x slowdown for 2.7k resolution videos and 4k Slo-Mo on 4k resolution videos)

Looking at the vocabulary indicator, the sentence above indicates a conversational language style as it uses the word “*suka Gerakan lambat?*” (Do you like slow motion?) and *aktifkan mode Slo-Mo* (enable Slo-Mo).

CONCLUSION

In conclusion, the two articles employ the three types of language styles based on diction: formal language style, informal language style, and conversational style. *Jete Indonesia* and *Doran Gadget's* articles have no significant difference in employing the language style in the two articles. Especially for the formal style and informal style. The informal style is mostly employed by *Jete Indonesia* and the formal style is employed by *Doran Gadget's* article. However, through the findings above, the conversational style is twice as much applied in *Doran Gadget's* article since this article wants to explain the products in more detail and make the audience buy them. Since this study is limited by the sentences and the vocabulary used in the articles, further research could analyze the different aspects of the articles.

REFERENCES

- Keraf, G. (2010). *Diksi dan gaya bahasa*. PT Gramedia Pustaka Utama
- Listiawan, I. (2023). *5 Smartwatch JETE Terbaik untuk Temani Aktivitasmu*. Jete Indonesia. <https://jete.id/smartwatch-jete-terbaik/>
- Listiawan, I. (2023). *Spesifikasi GoPro Hero 12: Baterai Lebih Tahan Lama!*. Doran Gadget <https://dorangadget.com/spesifikasi-gopro-hero-12/>