The Language Features Used by Jehian Panangian when Having Conversations with Raymond Chin and Hermanto Tanoko in Podcasts

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ABSTRACT

This study identifies the language features used by Jehian Panangian in same-sex conversations with different addressees, Raymond Chin (same age and status) and Hermanto Tanoko (older and higher status), in podcasts. It also explores the differences and similarities in Jehian's utterances when conversing with each addressee, utilizing Coates' (2013) language features theory and Holmes' (2013) theories on age and status. Jehian's utterances were transcribed and analyzed using a qualitative approach. The findings showed that Jehian used swearing and taboo language and compliments with Raymond but not with Hermanto. Jehian used more minimal responses, tag questions, and commands and directives with Raymond. Jehian also used more casual expressions and different functions on particular language features. Despite these differences, the dominant and less frequently used language features were similar in both conversations. In conclusion, the addressee's age and status significantly influenced the speaker's language features, alongside the host's style and discussion topic.

Keywords: age, language features, podcast, same-sex conversation, status

INTRODUCTION

In society, language serves as a means of communication between individuals. People have several features in their language which they utilize in everyday conversations (Coates, 2013). However, the choice of language features is not merely determined by who the speakers are. Rather, there are times when individuals adjust their language based on the addressees or the people they are talking to due to some factors, such as the addressees' age and social status. The adjustment is manifested in the use of different language features with different functions.

Holmes (2013) further highlights that features such as vocabulary and grammar may vary across different age groups. Similarly, people with different status exhibit different ways of talking (Holmes, 2013). Consequently, these observations point out the significant role played by the addressees' age and status in influencing speakers' choices in using language features.

In this study, the writers focus on analyzing the language features used by a male speaker towards other male addressees. The reason is because there is no existing study or research solely focusing on all-male conversation. The writers examine and compare the language features employed by the same speaker, Jehian Panangian Sijabat, towards two different podcast hosts who differ in ages and statuses. The first podcast is hosted by Raymond Chin on *Raymond Chin* YouTube channel. The video is entitled "*Dari Tukang Cuci Piring, Sekarang CEO Menantea! ft. Jehian PS*" (Chin, 2021). The length of the podcast is 47 minutes 33 seconds (Chin, 2021). The second podcast is hosted by Hermanto Tanoko on *Hermanto Tanoko* YouTube channel. The video is titled "*HAMPIR 100 OUTLET DALAM 4 BULAN!?! BUKAN SULAP, BUKAN SIHIR!!! - PART 2*" (Tanoko, 2021). The length of the podcast is 24 minutes 25 seconds (Tanoko, 2021).

The speaker, Jehian Panangian Sijabat, was born in Jakarta, May 8, 1996 (PT Mantappu Berkat Digital, n.d.). Jehian is the co-founder of *QnA Group* (online learning platform) and the CEO of

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Mantappu Corp. In April 2021, Jehian ventured into the food and beverage industry namely Menantea*,* thus establishing himself as the founder of Menantea Group (PT Mantappu Berkat Digital, n.d.). Menantea is a business of tea beverages infused with selected fruits, offered with various choices of snacks (Menantea Group, 2023). In 2021, Menantea successfully opened 100 branches across Indonesia. He has also managed to achieve a monthly income of 30 billion rupiahs through Menantea (Blibli.com, 2023).

In the first podcast, Jehian's addressee is Raymond Chin. The writers select Raymond Chin because he is aged 30 years old, only two years older than Jehian. Not only that, but both are also a part of the lower-upper class (Northeast Wisconsin Technical College, 2010). Raymond's monthly income was 50 million rupiahs before his startup was acquired for around 2 billion rupiahs (Duet maut, 2021). In the second podcast, Jehian's addressee is Hermanto Tanoko. The writers select Hermanto because he is 34 years older than Jehian and he can be considered as the upper-upper class (Northeast Wisconsin Technical College, 2010). In fact, Hermanto Tanoko is a conglomerate from Indonesia who owns Avian Paint Company, the largest decorative paint manufacturer in Indonesia that was established in 1978. Hermanto is also the founder of Tancorp Group (Tancorp Abadi Nusantara, 2023). Tancorp Group manages around 300 brands in Indonesia, and one of the brands namely Cleo produces income of more than 1 trillion in a year (Kisah Hermanto, 2020).

In analyzing the language features employed by Jehian when having conversations with Raymond Chin and Hermanto Tanoko in the podcasts, the writers use the theory of language features proposed by Coates (2013). According to Coates (2013), the seven types of language features are minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments. The writers hypothesize that Jehian will use all the language features similarly towards both Raymond Chin and Hermanto because all of them are businessmen and entrepreneurs. However, there might be certain features that Jehian would not employ based on who the addressee is due to their age and status.

METHODS

The writers used a qualitative approach for conducting this study. The source of the data was the whole utterances which were related to Jehian's businesses (Menantea and Mantappu Corp), and the data analyzed was limited to Jehian's utterances which contained language features and were related to Jehian's businesses. The writers took several steps to collect the data. The writers watched the two podcasts entitled *"Dari Tukang Cuci Piring, Sekarang CEO Menantea! ft. Jehian PS"* (Chin, 2021) and *"HAMPIR 100 OUTLET DALAM 4 BULAN!?! BUKAN SULAP, BUKAN SIHIR!!! - PART 2"* (Tanoko, 2021). The writers then transcribed both podcasts and picked only Jehian Panangian's utterances which contained language features and were related to Jehian's businesses as the data. Afterward, the writers began to analyze the data.

FINDINGS AND DISCUSSION

This section contains the writers' analysis of the language features used by Jehian. The first part is the language features used by Jehian when having conversation with Raymond. The second part is the language features used by Jehian when having conversation with Hermanto. The last part is the differences and similarities between the language features used by Jehian when having conversations with both addressees.

Language Features Used by Jehian Panangian when Having Conversation with Raymond Chin

1. **Minimal Responses**

●   Example 1
    Jehian (1.24)   : Kayak, iya tempat gue buat berekspresi lah.
    Raymond   : Nah kenapa? Kenapa lu butuh Menantea buat berekspresi? Soalnya
    gue tau nih. *Talent management* sama *running a F&B business* itu *completely different*
    kan.
    Jehian (1.25)   : **Betul.**

In the example, in response to Raymond's statement, Jehian uttered "*Betul*", which is similar to
"*right*", to show agreement for Raymond's statement that there is a contrast between managing
influencers and running a food and beverage business. Jehian's minimal response might also
demonstrate his attentiveness as a listener for the host. Jehian waited for the host to finish his
sentence and responded "*Betul*".

2. **Hedges**

●   Example 5
    Jehian (1.58)   : Gue coba bongkar pengetahuan lu tentang *influencer* dulu deh.
    Raymond   : Boleh, boleh.
    Jehian (1.59)   : Gini, gue jawabnya *yes or no*. Kalo misalnya menurut lu di *scope*-nya,
    let's say **kayak** *talent* gue tuh, Jerome, Hansol tuh kan yang udah diatas 3 juta *YouTube*
    viewers-nya. Kan lu *YouTuber* juga nih. Lu dapet *adsense*, dong? (1) Pasti, dong? (2)

Jehian used the hedges ***let's say*** and **kayak** to suggest two names of influencers that he managed,
who are Jerome and Hansol. The hedges employed by Jehian were used to express Jehian's
confidence in his statement that Jerome and Hansol are his talents and that they already had
more than 3 million YouTube viewers.

3. **Tag Questions**

●   Example 8
    Jehian (1.40)   : Oke. Gue kan bikin ini berempat ya. Jadi secara *entity* itu gue ada 4
    badan lah disini. Gue ama Jerome jadi satu, terus ada si Sylvi, yang sebenarnya lo mau
    undang, **kan?**
    Raymond   : Iya. harusnya berdua biar ada cewe sekali-sekali.

In the example above, Jehian was explaining that he runs his business Menantea together with
his partners. One of his partners is Sylvi, and he already knew that actually Raymond intended
to invite Sylvi to the podcast with Jehian. The use of "***kan?***" showed that Jehian was sure that
Raymond was going to invite Sylvi and he asked for Raymond's confirmation.

4. **Questions**

●   Example 10
    Raymond   : Gini, gue bongkar, lu juga harus bongkar. Contohnya nih, Ternak
    Uang pas *free event*, kita tau nih, pas *free event,* kita penjualan naik 12 kali lipat di satu
    hari *free event* itu. Contohnya. Jadi setiap *entrepreneur* kan harus *figure out winning*
    strategy mereka kan. Kalo *so far* lu udah lakuin kayak gini, naik berapa kali lipat?
    Jehian (1.101)   : Oke.
    Raymond   : Oke, makan dulu.
    Jehian (1.102)   : Oke bentar ya. **Lu mau ngeliatnya angkanya dari mana nih?**

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> Raymond   : *Gross* aja. rata-rata per *outlet*.

In the example, the host requested Jehian to reveal Menantea's sales when they launched the
new menu. In response, Jehian gave a question back to Raymond to clarify which specific
numbers he was referring to. The question indicated that Jehian was seeking an answer on
whether the host wanted to know the gross profit or anything else because the host's previous
question was not clear enough for him.

5. Commands and Directives

- Example 15
  Raymond   : Iya gue penasaran nih. Lu bisa bongkar ga *range* nya berapa, gitu.
  Kan lo ada 2 nih. Sebagai Menantea, sebagai *management*. Lu kasih *range* dong,
  kira-kira lu berpenghasilan berapa sebelum lu bangun Menantea. Jadi, bisa kasi gue
  konteks. Gue mau *understand why* membangun Menantea dari sana.
  Jehian (1.57)   : Hmm**.**
  Raymond   : Ayo.
  Jehian (1.58)   : **Gue coba** bongkar pengetahuan lu tentang *influencer* dulu deh.
  Raymond   : Boleh, boleh.

In the excerpt, Jehian softened his request to Raymond by saying "***gue coba" (let me try).***
Instead of using aggravated directives, for instance by saying *"I want to ... ",* he used the
mitigated directive in showing his intention to uncover Raymond's knowledge about
influencers. The reason behind the employment of this mitigated directive might be because
Jehian was reluctant to disclose his earnings to Raymond; therefore, he tried to buy time rather
than answering Raymond's questions right away.

6. Swearing and Taboo Language

- Example 17
  Raymond   : Gini, gue bongkar, lu juga harus bongkar. Contohnya nih, Ternak
  Uang pas *free event*, kita tau nih, pas *free event,* kita penjualan naik 12 kali lipat di satu
  hari *free event* itu. Contohnya. Jadi setiap *entrepreneur* kan harus *figure out winning
  strategy* mereka kan. Kalo *so far* lu udah lakuin kayak gini, naik berapa kali lipat?
  Jehian (1.101)   : Oke.
  Raymond   : Oke, makan dulu.
  Jehian (1.102)   : Oke bentar ya. Lu mau ngeliatnya angkanya dari mana nih?
  Raymond   : *Gross* aja. rata-rata per *outlet*.
  Jehian (1.103)   : Oke angkanya gue tau. Tapi kan sebenarnya, kalo gue bisa bilang, si
  R&D process menuju si *marketing* gue ini, menu-menu ini, itu kan setelah PPKM ***shit***
  ini *happening* kan, sebenarnya. Jadi gue metrik membandingkannya itu antara sebelum
  PPKM atau waktu lagi PPKM ini.

In the example, Jehian explained that Menantea did the marketing for the new menu after the
community restriction during the pandemic. While explaining, he used stronger swear word ***shit***
to express his frustration about the situation regarding PPKM at that time, which restricted the
community activities during the pandemic. The use of a stronger swear word might be because
his addressee is also a male speaker who is prone to use stronger swear words as well.
Moreover, since their ages are similar, he might not feel the need to filter his language.

7. Compliments

- Example 18

Raymond   : Sekarang ini kita boleh bongkar-bongkaran ga? Gue mau bongkar nih. Kita ngomong sedikit keuangan nih. *I wanna know,* karena kebanyakan orang itu membangun ide bisnis, itu karena mereka mau *make a lot of money* dari sana. Tapi, lu sendiri nih, sebelum lu bangun Menantea kan, menurut gue ya, kalo gue prediksi ya, kalo gue prediksi ya.
Jehian (1.55)   : Wah, **mantap**.

Firstly, the host began to discuss financial and he wanted to predict Jehian's income by saying *"Tapi, lu sendiri nih, sebelum lu bangun Menantea kan, menurut gue ya, kalo gue prediksi ya, kalo gue prediksi ya."* Jehian then uttered **"mantap"** to express his admiration for Raymond's skill to predict his income. Although the host had not said his prediction yet, Jehian praised the host for the fact that he got the confidence in wanting to predict Jehian's income.

Language Features Used by Jehian Panangian when Having Conversation with Hermanto Tanoko

1. **Minimal Responses**

● Example 20
Jehian (2.9)   : Menantea di bulan April tanggal 10. Itu toko pertama kita di Tomang.
Hermanto Tanoko   : April, bulan 10?
Jehian (2.10)   : Tanggal 10. Bulan April tanggal 10.
Hermanto Tanoko   : April tanggal 10?
Jehian (2.11)   : **Uh-hm.**

In the podcast, Hermanto inquired from Jehian about the launch date of Menantea. Jehian responded, stating that it was launched on April 10th. However, there seemed to be confusion from the host, saying that April is the tenth month. After that, Jehian repeated the date to clarify and ensure the host's understanding. Hermanto repeated the date back to Jehian, asking *"April tanggal 10?"*. In response to that, Jehian uttered **"Uh-hm"**, indicating his agreement and confirmation that the date mentioned was indeed correct.

2. **Hedges**

● Example 22
Hermanto Tanoko   : Tapi tetap dipertahankan *tea* aja ya? Jadi nggak ke kafe atau ke minuman jenis-jenis yang lain ya?
Jehian (2.91)   : *So far*, iya kita belum. **Paling** yang paling mentok itu, yang ibaratnya bukan *tea* itu, kita ada namanya Menantea Sunset. Itu pakai *blue tea.* Tapi ya kita nyebut ya tetep *tea* sih.

As shown in the excerpt, Jehian said that Menantea has Menantea Sunset, a beverage that is made of flower petals. The color of Menantea Sunset is a combination of purple and yellow. Although he knows that one of the ingredients of Menantea Sunset is tea, he was uncertain whether people would categorize Menantea Sunset as a tea due to its uncommon colors. Thus, he used the hedges **"paling"** that has similar meaning with *"maybe"* to suggest that perhaps Menantea Sunset is considered as a non-tea drink by the customers.

3. **Tag Questions**

● Example 27

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Hermanto Tanoko   : Wah.
Jehian (2.13)   : Yang ngechat berbarengan dan kayak (1) aku nggak bisa respon ke *brands*, nggak bisa respon ke *clients*, **kan? (1)**   Jadi ada kayak (2), *urgency*-nya kayak (3), "Jer, kamu jangan macam-macam." Maksudnya, ini beneran kalo nggak hilang chatnya, ini kerjaan kita yang *management* itu, Mantappu, nanti hilang semua. Maksudnya soalnya itu memang nomor yang aku pakai buat kerjasama, **kan? (2)**
Hermanto Tanoko   : Iya.

The context of the excerpt above is when Jehian discussed the spam messages he received from Jerome's followers. In data 2.13, Jehian used the tag question **kan (1)** when expressing that he was unable to respond to other brands that were contacting him. Moreover, the tag question **kan (2)** was also employed when he mentioned that his phone number was the one that he used to contact collaborators. The use of both tag questions showed Jehian's certainty of the fact that his business number was spammed by message to the point that he cannot really respond to his clients.

4. Questions

- Example 28
  Hermanto Tanoko   : Nah untuk orang yang ingin menjadi franchise itu berapa sekarang ini?
  Jehian (2.33)   : **Apanya nih, *leads*-nya, atau?**
  Hermanto Tanoko   : Meski bayar *fee*-nya berapa?
  Jehian (2.34)   : Oh, harganya? Kita ada, ya itu tergantung proposalnya yang paling *update*. Kita berubah-ubah. Tapi *it's around one hundred.*

Jehian posed a question as shown in data 2.33 to make sure whether the host's question 'how much' was referring to the leads (potential customers) or to the price of opening a franchise. This utterance is considered as a question used by Jehian to elicit clearer information of the host's question.

5. Commands and Directives

- Example 29
  Hermanto Tanoko   : *One hundred?* Dan harus ada syarat mempunyai *location* yang strategis, atau luasnya berapa?
  Jehian (2.35)   : Benar, strategis. Terus, **harus (1)**, *let's say (1),* ada bukti lah bahwa dia emang serius, dan udah **harus (2)** ada *location* yang dia udah pasti dapat, *let's say (2), at least* 1 tahun atau 2 tahun, gitu.

In this example, Jehian explained about the requirements by using the straightforward command word **harus (1)** to say that individuals should have proof that they are serious. Moreover, he used **harus (2)** to say that individuals must have a fixed location for at least one or two years.

The Differences and Similarities between the Language Features Used by Jehian Panangian when Having Conversations with Raymond Chin and to Hermanto Tanoko

The differences between the language features used by Jehian to Raymond Chin and Hermanto Tanoko are the types of language features that were used only to Raymond, that are swearing and taboo language as well as compliments. Jehian also used more minimal responses, tag questions, and commands and directives to Raymond rather than to Hermanto. Moreover, Jehian

used different expressions of minimal responses and tag questions when conversing with both hosts. Lastly, Jehian employed different functions of questions as well as commands and directives to both hosts.

On the other hand, the similarities between the language features used by Jehian to Raymond Chin and Hermanto Tanoko are the same dominant type of language feature (hedges) and the less frequently used type of language feature (questions). Additionally, Jehian used five similar types of language features with similar functions to both Raymond and Hermanto. The five types employed by Jehian are minimal responses, hedges, tag questions, questions, as well as commands and directives.

CONCLUSION

In summary, the age and status of the addressee might influence the differences and similarities in the types of the language features used by the speaker. The speaker felt at ease sharing thoughts with an addressee of the same age and status but was more cautious and deferential with an older, higher-status addressee. However, the same dominant type (hedges) and the less frequently used type (questions) used by the speaker towards both addressees suggest that those features were not influenced by the age and status of the addressee. Meanwhile, the language features may also be influenced by the host's style and the topic of discussion.

The writers suggest further research on the language features used by the hosts, and further studies examining language features of men in same-sex conversations across different settings, such as classrooms or conferences. Despite the present study's limitations, the writers hope that the research contributes to understanding of language features used by male speakers towards male interlocutors of different ages and statuses when talking about business topics.

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