



AN ANALYSIS OF LANGUAGE STYLE IN DIALOGUE WITH JACK MA, ALIBABA GROUP, KIEF 2019

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Abstract

The aim of this study is to analyse the language style used by Jack Ma in the video “*Dialogue with Jack Ma, Alibaba Group, Kief 2019*”. This research is conducted by applying the theory five types of language style proposed by Joos (1967). The data were taken from the conversation between Nik Gowing as the host, Jack Ma as the guest and audience business in Ukraine. This research used qualitative method in analysing the data. This study found three types of language style used in dialogue Jack Ma, Alibaba group. The study found formal style, consultative style and casual style on this research. Formal style is used dominantly found in the dialogue. The use of formal style by a word of choice, situation and condition, participant and place. In this style the researcher found six data, while in the casual style, the researcher found five data, for the consultative style, the researcher found five data used by Jack Ma in the video” Dialogue with Jack Ma, Alibaba Group, Kief 2019.

Keywords: *Language Style, Types of Languages Style, and Dialogue*

Abstrak

Tujuan dari penelitian ini adalah menganalisis gaya bahasa yang digunakan oleh Jack Ma dalam video “*Dialogue with Jack Ma, Alibaba Group, Kief 2019*”. Penelitian ini dilakukan dengan menerapkan teori lima jenis gaya bahasa yang dikemukakan oleh Joos (1967). Data diambil dari percakapan antara Nik Gowing sebagai pembawa acara, Jack Ma sebagai tamu dan bisnis audiens di Ukraina, untuk mengidentifikasi jenis gaya bahasa. Penelitian ini menggunakan kualitatif dalam menganalisis data. Penelitian ini menemukan tiga jenis gaya bahasa yang digunakan dalam dialog Jack Ma, grup Alibaba. Studi menemukan gaya formal, gaya konsultatif dan gaya kasual pada penelitian ini. Gaya formal yang digunakan dominan ditemukan dalam dialog. Penggunaan gaya formal oleh kata pilihan, situasi dan kondisi, peserta dan tempat. Pada gaya ini peneliti menemukan enam data, sedangkan pada gaya kasual peneliti menemukan lima data, untuk gaya konsultatif peneliti menemukan lima data yang digunakan oleh Jack Ma dalam video” Dialogue with Jack Ma, Alibaba Group, Kief 2019.

Kata Kunci: *Gaya Bahasa, Jenis-Jenis Gaya Bahasa, dan Dialog*

Introduction

Language is a tool of communication, to share ideas, information and knowledge from the speaker to receiver. According to Wardhaugh, (2006:29) to communicate and establish relationship with others, people use language as tool of

their communication. To communicate means to transfer ideas from one person to others. Human being needs to be able to use language in order to transfer the ideas. In this study, the researcher was interested study the spoken language especially Language style. Language style is the spoken activity to express the idea that is made by people while they are speaking in front of a group of people. From the speech style, people can be exchanging the spoken words to express their thoughts and their needs.

In society, people have different uses of language that can be called as language variation. Language variation is a language phenomenon that occurs in speech communities. One type of variety is style. According to Moore, (2006) style in speaking involves the ways of the speaker, as agents in social (and sociolinguistics space). Everyone can learn the style of language depending on who they are with or what the situation is. In expressing or delivering ideas in both forms people have differences to use their own style because it is related a social aspect. Chaika (1982) stated that style refers to the selection of language forms to convey social or artistic aspect. There are several aspects that influence the use of language choice base on Holmes (1992) those are setting, participants, topics, function and relationship. In this case, according to Joos (1967), there are five language styles namely: Frozen style or oratorical style, Formal Style or Deliberative Style, Consultative Style, Casual Style and Intimate Style.

First, Frozen style or oratorical is the most formal style. It is often used in formal situations such as in formal ceremonies, court, and state documents. Second, formal style according to Mandell and Kirszner (2003:17), formal style is used at the special occasions that call for dignity and seriousness. It does not use constructions. It strives for absolute grammatical accuracy. Generally, formal style often used in formal events, talks about the serious problem such as in the formal speeches and official meetings. Third consultative style. According to Penalosa (1981) stated that in using of languages, the speaker supplies background information which assumes that the hearer needs to have it in order to understand what the speaker meant. Then, consultative uses some of group discussion, regular conversation at school, companies, trade speech conversation, etc. Fourth, casual style. Casual style is a

conversation that usually happens between two friends in the cafeteria or classroom. Fifth, intimate style. According to Joos (1967), good casual integrates two disparate personalities. It means that this style is a style among intimate members of a family or friends that do not need complete language articulation. The use of language not only found in daily conversation but also in newspaper, short story, novel and etc.

From all of those attainments, this study takes one of those interesting branches, dialogue with Jack Ma in Kyiv International Economic forum video as subject of language style analysis. This topic is interesting to choose because all people realized motivation and shared ideas (the phenomenon of a group of people who make special videos upload them especially on YouTube which can be watched by everyone in the world) complete with many varieties of languages, one of the most common uses is English in which is very diverse. The one used in this study is analysis “Dialog with Jack Ma, Alibaba Group, KIEF 2019”. The study focused on language style used by Jack Ma in the dialogue with Jack Ma, Alibaba group, kief 2019. The aim of this study is to know the language style used by Jack Ma.

This study was conducted by reading and reviewing some relevant thesis concerned with language style. The first thesis related to this study entitled “ An Analysis of Language style Used in documentary Entertainment Video ‘ The Grisly Murders of Jack the Ripper’ By BuzzFeed Unsolved” by Pramesti (2019). The aims of her study are to explore factual information regarding to infamous moniker, Jack the Ripper case with happened in London, 1888. From her research, she can assume that every single utterance, conversation and narration inside the video contain the conditions of social interaction which affect the degree formality in language. Based on the content that she took; she used the theory from Joss (1967) and theory from Leech (1974). In her research she used a qualitative method to provide an exact process of the analysis along with a well-organized table and description about the problem identified. The research obtains two conclusions. The first, there are five types of language style which dominantly used in two ways: communication continuously. Second, there are five functions of language that are mostly used to inform essential information. Compared to Pramesti’s study, the similarity can see the problem about finding types of language style. Both analyze language style and

use the same theory proposed by Joss (1967). Meanwhile the differences with the current study focused on the language style used in Jack Ma's speaking and the current study more focus on the language styles that use from the entrepreneur background as the data sources.

The second study is a thesis entitled "Language Style Used by Tour Guide in Bali" by Khaliq (2018). His study aims to analyze language style used by tour guide and tourist. The aims of this study are providing information on how to use the language style for each tour guide and people working in the tourism sector and understand when to use the language style itself so that each guest could enjoy the way the language style is conveyed to reduce misunderstandings observed, language style based on Joss (1967) theory. The research conduct language style theory and useful language style in practice of tour guide in Bali with tourist. The researcher took data from interacting process during conversation tourist and guide. The scope of this study focuses on how the tour guide and tourist use the language and the research uses qualitative as a research design in analyzing data. The result of this study is it was found three types of language style that were used by the tour guide and tourist during conducting a journey to the Monkey Forest at Ubud, Bali. In addition, he also found formal style, consultative style and casual style in this research. Casual style is a style that is used dominantly by the tour guide and tourist in their activity. The use of casual style is influenced by a word of choice, situation and condition, participant, and place. In this style, the author found six data. While in the formal style, it was found two data and five data, forth consultative style. Compared to Chaliq studies, this current research has similarity. Both analyze language style and use the same theory proposed by Joss (1967). Meanwhile the differences are the data source and method used. In this current study used Jack Ma's speech found on YouTube entitled Dialog with Jack Ma, Alibaba Group KIEF 2019 as data source and in Chaliq (2018), the conversation of tourist and tour guide were used as data source.

The third study was written by Haqqo (2016) entitled "Language Style in Jakarta Post Advertisement". She used descriptive qualitative design in analyzing the data. This study is analyzed by using the theory proposed by Well (1995). Based on

the result, there are several styles of advertisement found in the Jakarta Post Advertisement. These include hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slice of life. From nine types of language style, she found 50 data which appropriated which characteristic of language style in advertisement. They can be divided into three types of language style, namely: hard sell style, soft sell style and straightforward. The ways of the utterances of advertisements used in Jakarta newspapers are: the first is hard sell style; it is used in order to give the reader information about product features, benefits and facilities. The second is soft sell style. It is used to describe something that uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it is used to show what the applicant has to do without giving the dramatic statement of the product. The fourth is a problem solution, its style illustrates the message or idea by offering some solution. In this case the similarity of Huqgo studies and the current study is to find out types of language style. The current study focused in searching the language styles which used different theory that was purposed by Joss (1967) to the viewers. Haqgo studies focused on the use of theory proposed by Well (1995). Meanwhile the differences are the current study focus on Jack Ma speech style compared with some theories purposed by theory Joss (1967) five types of Language styles such as: Frozen style or oratorical style, Formal Style or Deliberative Style, Consultative Style, Casual Style and Intimate Style.

Method

Sources of the data was taken from Kyiv international forum YouTube channel duration 1:06: 18. This research used a descriptive qualitative method as the research data because the writer analysed the data in the form of descriptively. In the collecting data, the writer using observation methods by conducting some steps: watching video on YouTube in titled "*Dialogue with Jack Ma, Alibaba Group, Kief 2019*" several times, take a noted to classifying the data contained with types of language style purposed theory by Joos (1967) such as: Frozen style, Formal style, Consultative style, and Casual style.

Result and Discussion

This study reports of the data analysis. After analysing the language style in dialogue with Jack Ma on YouTube entitled “*Dialogue with Jack Ma, Alibaba Group, Kief 2019*”. The writer finds three types of language style used by Jack Ma. They are formal style, consultative style and casual style. They are presented in a table below:

Table Types of Language style used by Jack Ma in the dialogue with Jack Ma, Alibaba group, kief 2019

No	Types of language style	Occurrence	percentage
1	Formal style	6	37%
2	Consultative style	5	31.5%
3	Casual style	5	31.5%
	Total	16	100%

Based on the table above, the results of this study found three types of language style used by Jack Ma in the dialogue Jack Ma, Alibaba group, Kief 2019. They are formal style with total of percentage (37%), consultative style (32.5%), casual style (31.5%). The most dominant style used by Jack Ma is formal style. Jack Ma prefers to use formal style in giving ideas of business and answer the question between Jack Ma and audiences. There is no frozen style because frozen style intended to be remembered and used for very formal setting such as in palace, church ritual. The dialogue also Jack Ma did not use intimate style because Jack Ma and audiences never met before. Intimate style is used to talk with siblings, close friend and so on.

Formal style

Joos (1967) stated that formal style is generally used in a formal situation, where there is least amount of share the least amount of share background knowledge

and where communication is one way with little or no feedback from the audience. It means the vocabulary which is used in formal style is also extensive, use standard speech. Formal style usually used in important. There are 6 data with the percentage of 37 %. Below are some examples formal style used by Jack in the dialogue.

Data 1

Nik Gowing: But 1001 mistakes What would you be saying in the book which you haven't written yet?

Jack Ma: *well, first you just say Ukraine cannot do afford to copy the other's success, I think no body, no country cannot afford. You know in today copy others country because we are entering in a new area.*

The sentences above design for formal style because Jack Ma tried to explain from Nick Gowing's question with the serious explain which is design to inform.

Data 2

Jack Ma: *I saw so many young people in Ukraine, I went to university yesterday. Excellent, intellectual but staying in the university. It is important but people like us we're not good academic, we try every day, we learned from the society, we learned from mistakes, we learn from partners, learns from our employees, customer and competitors, and that will make you innovative, creative, constructive so this something I learned.*

The sentence above refers to formal style because the sentences' grammatical structure and long sentence. Jack Ma explained seriously his own opinion about some important thing in created the opportunity of the business for younger generations.

Data 3

Jack Ma: *If I could use again, I would like to make my company not only that the big size unfortunately it is growing so fast, I tried to make the big size but the good company.*

Jack Ma uttered formal style in his utterances, it can be seen from the choose words "could" and "would" means wish. It is an expression serious situation and to inform to the audience. Based on the theory proposed by Joos (1967) this sentence refers to formal style. Formal style can be seen from the lexical choices. The used of

word “*would*” is most polite to answer the question by Nik Gowing’s Question “*but you created a company an enormous arranged organization do you regret then?*”.

Data 4

Nik Gowing: where does that leave human being and the young the next generation?

Jack Ma: *well, let’s do other industrial period human beings look at the outside the world, right we love Mars and Moon but this century, we will know the inside world better, the quantum speed. we know outside the world so much but we don’t know inside the world this is the speech that data’s we have to know our human our human last century we made so many smart and clever people, this century we should create a lot of wise people.*

The utterance above is categorized as formal style. It can be seen from the use of language, the setting held that time and the interlocutors the speaker used some formal style words in the conversation, he used ahead audiences. In this case, Jack Ma invites the audience to immediately respond to current world developments. In addition the language that used is organized and also use the use the low tone.

Data 5

Jack Ma: *I’m very happy to hear the president said invest in the people, invest in SME small business, invest in the young people.*

The utterance spoken by Jack Ma can be categorized into formal style because the characteristics of formal style because there is an expression of a serious situation, “*I’m very happy to hear the president*” kinds of serious and respected of the president said and to inform to the audience. According to Joos (1967), formal style is large one way with little or no feedback expected from the hearer, more complex or varied than usual utterance, and usually used for inform.

Data 6

Nik Gowing. how you create the self-confident innovative ecosystem which can capitalize on digitization?

Jack ma: *people and demanding. First, as entrepreneur we just see the future. if you know the technology is coming you cannot stop it, embrace it.*

The italic bolded sentence above refers to formal style because the sentence that is produced is standard sentence and relatively normal. Formal style is used at the special occasions that call for dignity and seriousness. It does not use contraction. In the sentence above “*people and demanding. First, as entrepreneur we just see the future. if you know the technology is coming you cannot stop it, embrace it*”. It is kinds a serious explain and diction sentence, Jack Ma produced the sentence based on the Nick Gowing’s question about how you create the self-confident innovative ecosystem which can capitalize on digitization

Consultative style

Consultative style is that shown our norm for coming to term with strangers who speak our language but whose personal stock of information may be different, Joos (1967) consultative style uses a completed grammar but sometimes it is mixed construction. In this style is generally used in semiformal communication. It is usual form of a language style in a small group, change acquaintance. There 5 data with the percentage 31.5 %. Below are some examples of consultative style that are used by Jack Ma.

Data 7

Nik Gowing: Can you enjoy life with a 996 with a regime?

Jack Ma: **Yes, I do.**

The utterance data above kinds of consultative style because it is standard response match with delivered from the Nik Gowing question about “can you enjoy life with a 996 with a regime?” and the spontaneous response by Jack Ma “*yes, I do*”.

Data 8

Nick Gowing: are you mentioned HR problems as well you have an enormous operational? I mean when it was so different from when you were in your apartment twenty years ago?

Jack Ma: **yup...**

The data above refers to consultative style because the used of word “yup...” that can be concluded as the spontaneities the answer the statement of Nik Gowing.

Data 9

Jack Ma: *Last the century because of the internship’s tech top industrial revolution so the big the better, next the century the small the better, the flexibles better, last the Century, people say ah you are big so big is the standard. Next century is good, if you’re good company you will be good.*

Nick Gowing: *How do you define a good company?*

Jack Ma: *Good company is the company you don’t have to be big, because the bigger you’re the big problem you’re.*

The utterances of the conversation above are categorized as consultative style because consultative style can be classified into two features, one of the features is the speaker supplies background information, and he or she does not assume that they will be understood without it, because there was background information in Jack Ma untrace when he said “Next century is good if you’re good company you will be good”. Furthermore, Nik Gowing continued his question as when he said,” How do you define a good company?”.

Data 10

Nik Gowing: *do you think politicians are out of touch with what their custom with what the people want they want free trade but the politicians seem to have rather different view that is going to protect jobs?*

Jack Ma: *Yeah, I’m not the politicians I cannot speak for them a normal people, I’m a business people.*

The sentence above is a kind of consultative style. The sentence has medium length words with indicates the additional information. Joos (1967) stated that consultative style can be classified into two features, one of the features is the speaker supplies background information, and he or she does not assume that they will be understood without it. It can be seen from the sentences “Yeah, I’m not the politicians I cannot speak for them a normal people, I’m a business people”. The used of “yeah” it is kind of direct response supplies by Jack Ma based on the background information stated by Nick Gowing

Data 11

Nik Gowing: many things is going affect me, it's none thinkable we would say unpalatable, you're turning your blunt eyes, you're assuming that the way it's been it's going to be.

Jack Ma: *wow, I think you worry too much as entrepreneur we believe in the future.*

The sentence above refers to consultative style because the use of words “*wow, I think you worry so much*” the sentence has medium length words. The uses of “*Wow*” direct response matched the statement of Nik Gowing “many things are going affect me, it's none thinkable we would say unpalatable, you're turning your blunt eyes, you're assuming that the way it's been it's going to be”. Joos (1967) explain about the short response interval after the speaker delivered the background information and the words italic” *wow, I think you worry so much*”.

Casual style.

Casual style is a style that is used for the conversation in our relaxed or normal situation. Joos (1967) stated that Casual style is for friends, acquaintances, insiders; addressed to a stranger, it serves to make him an insider. Negatively, there is absence of background information and no reliance on listeners' participation. Casual style is characterized by the use of first name even nicknames rather than little and last name in addressing one another. The pronunciation is rapid and often slurred. Besides that, that use of slang. This style usually not in a good grammatical sentence. There are 5 data with the percentage of 31.5%. Below are examples of caul style that are used by Jack Ma.

Data 12

Jack Ma: *you guys are so lucky, beautiful land intelligent man, beautiful woman. How could use in this world, great combination right. You know normally those people who handsome but they're not clever, people like me you know something, right?*

The data above consist of Casual style because in this context Jack Ma integrated to the audience the sentence less formal sentence it can see the used of

words” *You guys*” and the sentences “*you know normally those people who handsome but they’re not clever, people like me, you know ugly but you know something, right?*” it is consisting of casual style looking from how close the speaker to the audience.

Data 13

Jack Ma: *people say hey guys you’re so lucky into the years. You have achieved than so much. Yes, we’re lucky but we work very hard.*

The sentence above consists of Casual style. Casual style defined as a style used in an informal situation and a relax situation because Jack Ma saying “*Hey Guys*” that is used in here slang expression for friends.

Data 14

Nik Gowing: *I’ve gotta tell you in the media it can be not nine nine six but twelve twelve seven so I want you, when you work even harder than that sometimes?*

Jack Ma: *Now you see, you don’t lot people just don’t want admit it, we everybody try to speak the things that people want to hear but as entrepreneur if you want the mentor tell them the truth life is not easy.*

The utterance above consists of Casual style. Casual style defined the sentence or dialog of this conversation used this style to have casual grammar, both of them (Nik Gowing and Jack Ma) want to have conversation look like friends and family member the used words Nik Gowing” *I’ve gotta tell you*” and Jack Ma” *now you see*” kinds of Casual grammar.

Data 15

Audience: *Mr. Jack good morning, I’m Jana Pelisna, I work in the state finance institution for innovation, Minister economic development and trade of Ukraine and my question, what do you think innovation is a problem or solution?*

Jack Ma: *yeah, I think innovation is absolutely solution for future and I have confidence in Ukraine from the University of visited from days to days, you guys are so good, very knowable, the only thing leave the academic leave the school go try, try mistakes, the more mistakes you have, the more experience you have.*

The Data above is kinds of casual style because Jana Pelisna (audience) asking about” *what do you think innovation is a problem or solution?*” the situation was look serious but the response of Jack Ma kinds of Casual style used “*you guys are so good*” in intergrade audience there was kinds of a slang words.

Data 16

Nik Gowing: I want you to ask about education and the work you’re doing on this you’ve stated back for Alibaba but you’ve created the structure, you’ve created the process, you’ve created the momentum and particularly for the next generation so what the principle you’re trying to highlight at the moment, why the age to 55?

Jack Ma: *yeah, I’ve been doing in the past twenty years on internet and I find a more internet help the people, more people start to worry for example Artificial intelligence is gonna replace.*

The utterance above consists of casual style because the speaker used the slang word on their conversation. It can be seen by words “Yeah” and “Gonna”, it is way researcher conclusion the sentence as casual style.

Conclusion

From the analysis types of language style used by Jack Ma in “dialogue with Jack Ma, Alibaba group, kief 2019”, it is found that there are three types of language style they are: formal style, consultative style and casual style. In this research, formal style as the highest percentage used by Jack Ma appears in the video, the researcher found Formal style is dominantly used by Jack Ma. The use of formal style by a word of choice, situation and condition, participant and place. In this style the researcher found six data, while in the casual style, the researcher found five data and for the consultative style, the researcher found five data.

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