

**INFORMAL STYLE FEATURES USED BY *ISHOWSPEED* IN
THE *IRL STREAM INDONESIA PART 3 YOGYAKARTA***

THESIS



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STREAM INDONESIA PART 3 YOGYAKARTA*

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ABSTRACT

Setyohadi, N. M. (2025). *Informal Style Features Used by IShowSpeed in the IRL Stream Indonesia Part 3 Yogyakarta*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Raudlotul Jannah, M. App. Ling.

This study aims to analyze the use of informal style features by a streamer named IShowSpeed in his live video content, titled “*IRL Stream in Indonesia Part 3 Yogyakarta*” and the social factors that influence it. This study focuses on two key issues: (1) what informal style features does IShowSpeed use to interact with viewers during IRL broadcasts, and (2) what factors influence IShowSpeed's use of informal stylistic features in his interactions.

This study uses a qualitative descriptive approach to comprehensively describe interactions during IRL broadcasts. Data were collected from IShowSpeed's YouTube channel, using text transcripts to match the data to the original interactions. The data analysis process began with repeated viewing of the entire video to match the utterances with the transcripts. The analysis then continued by identifying informal style features using Martin Joos's (1967) theory to obtain data that aligns with the research problem. The analysis continued by uncovering the social factors influencing IShowSpeed's use of informal stylistic features, using Janet Holmes's (2013) theory as a supporting analysis.

The results of the study prove that the researcher has found four features of informal language style, including two features of casual style in the form of ellipsis and slang, while two features of intimate style in the form of extraction and jargon. There are four social factors that influence IShowSpeed to speak them. The participant factor proves that the encouragement of the community directly involved can influence the speaking style. The setting factor shows that the surrounding environment in IRL broadcasts makes IShowSpeed adjust its speech. The topic factor shows that the discussion in the conversation can give reactions with various speaking styles. The function factor shows the importance of IShowSpeed's speaking style in asking for information and entertaining the audience. Therefore, this study has proven that the use of informal style features by IShowSpeed can be analyzed and is capable of revealing its use along with the social factors that influence IShowSpeed to use this style of language in its conversations.

Keyword: Sociolinguistics, Informal Style Features, IShowSpeed, IRL Stream

ABSTRAK

Setyohadi, N. M. (2025). *Fitur-fitur Gaya Informal yang Digunakan oleh IShowSpeed dalam Siaran IRL di Indonesia Bagian 3 Yogyakarta*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Raudlotul Jannah, M. App. Ling.

Penelitian ini bertujuan untuk mengetahui penggunaan fitur-fitur tingkatan gaya bahasa informal oleh seorang streamer bernama IShowSpeed dalam jenis konten video siaran langsung miliknya yang berjudul *IRL Stream in Indonesia Part 3 Yogyakarta* dan faktor-faktor sosial yang mempengaruhinya. Terdapat dua masalah yang menjadi fokus utama penelitian ini, yaitu: (1) fitur-fitur gaya bahasa informal apa saja yang digunakan IShowSpeed untuk berinteraksi dengan pemirsa selama melakukan siaran IRL dan (2) faktor-faktor apa saja yang mempengaruhi IShowSpeed menggunakan gaya bahasa informal dalam interaksinya.

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk menggambarkan interaksi pada siaran IRL secara komprehensif. Data penelitian diambil dari channel youtube milik IShowSpeed dengan menggunakan transkrip teks untuk mencocokkan data dengan interaksi aslinya. Proses analisis data diawali dengan menonton video secara keseluruhan berulang kali untuk menyesuaikan ujaran dengan transkrip yang kemudian dilanjut dengan mengidentifikasi fitur-fitur gaya bahasa menggunakan teori Martin Joos (1967) untuk mendapatkan data yang selaras dengan permasalahan penelitian. Analisis dilanjut dengan mengungkap faktor-faktor sosial yang mempengaruhi penggunaan fitur-fitur gaya informal oleh IShowSpeed menggunakan teori Janet Holmes (2013) sebagai pendukung analisis.

Hasil penelitian membuktikan bahwa peneliti telah menemukan empat fitur gaya bahasa informal meliputi dua fitur dari gaya kasual berupa ellipsis dan slang, serta dua fitur dari gaya intim berupa extraction dan jargon. Adapun empat faktor sosial yang mempengaruhi IShowSpeed untuk mengucapkannya. Faktor partisipan membuktikan bahwa dorongan masyarakat yang terlibat secara langsung dapat mempengaruhi gaya bicara. Faktor setting menunjukkan bahwa lingkungan sekitar pada siaran IRL membuat IShowSpeed menyesuaikan ujarannya. Faktor topik menunjukkan bahwa pembahasan dalam percakapan dapat memberikan reaksi dengan gaya bicara yang beragam. Faktor fungsi menunjukkan pentingnya gaya bicara IShowSpeed untuk menanyakan informasi dan menghibur penonton. Dengan demikian, penelitian ini telah membuktikan bahwa penggunaan fitur-fitur gaya informal oleh IShowSpeed dapat dianalisis sekaligus mampu untuk mengungkapkan penggunaannya beserta faktor-faktor sosial yang mempengaruhi IShowSpeed menggunakan gaya bahasa tersebut dalam percakapannya.

Keyword: Sociolinguistik, Fitur Gaya Informal, IShowSpeed, IRL Stream

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