ABSTRACT

This paper entitled “An Analysis of Language Style Spoken by Announcer of Play99ers Radio”. This paper is written to fulfill the sarjana degree requirement. The issue background in this paper are the language style that used by the announcer of Radio. This research was conducted because announcer of radio uses the unique language style that mix two languages in one sentences. In this paper, the writer uses a qualitative approach and the writer are collecting the data from one of the Radio program “Pulang Sore” and also commercial break. The writer analyzed the data in order to know the language style of the Radio announcer and in order to answer the main problem. This study was conducted based on the style language of announcer radio in 99ers Bandung. The data has been analyzed and there are 36 sentences that using 2 or more different languages and also the writer found 19 words of jargon, 3 words of argot, and 4 words of slang. The results show that the announcer of radio is using outer and inner code mix or mix language of Indonesian – English and Indonesian Sundanese in order to make the sentences more interesting for the listener. This mix language is a part of identity the radio announcer or some community as the style of their language.

Keyword: Language Style, Radio Announcer, Linguistic, Socio-Linguistic, Code-Mix