

## Conference Paper

# The Language Style of the Millennial Generation in Their Twitter Statuses

Aulia Ukhtin, Azizah Nur, Natan Barus, Sitti Rahma, and Wirna Sari Ritonga

Universitas Sumatera Utara (USU), Medan, Indonesia

**ORCID:**

Aulia Ukhtin: <https://orcid.org/0000-0003-3187-984X>

**Abstract**

This research examined the types and frequency of language style used by Twitter users in Indonesia. People use language as a tool of communication to express their wants, messages, information and ideas to other people. Communication is also influenced by the style between the speaker and hearer. The data in this research were collected from Twitter users in Indonesia. This research was focused on the language style of Twitter users of the millennial generation from teenagers to pre-adults in Indonesia. A descriptive method was used. This research analyzed the statuses of the Twitter users to find the types of language style and the most frequency used styles. There were four language styles, namely formal, consultative, casual and intimate. The casual style was the mostly frequently used language style, which was used in roughly 70% of cases.

**Keywords:** Language Style, Millennial, Twitter

Corresponding Author:

Aulia Ukhtin  
auliaukhtin@gmail.com

Published: 11 March 2021

Publishing services provided by  
Knowledge E

© Aulia Ukhtin et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the AICLL Conference Committee.

## 1. Introduction

Language is primarily an instrument of communication among human beings in a community. Everyone believes that language is universal, it means everyone possess language to express their feelings, emotions, signs, and others in communication. According to Crystal (2013) communication refers to the transmission of information (a message) between a source and a receiver using a signaling system; restricting this notion to “human communication”. In communication, people have many ways to communicate with other people. People use language as a tool of communication to say their wants, messages, information, and ideas to other people. Communication is also influenced by style between speaker and hearer. It can be concluded that the relationship has big impacts to people in understanding communication. In society, people have variation in using language that can be called as language variation. Language variation is a language phenomenon that occurs in speech community. One type of language varieties is style. Moore (2004) states that styles in speaking involve

**OPEN ACCESS**

the ways speakers, as agents in social (and sociolinguistics space), negotiate their positions and goals within a system of distinction and possibilities. Style is influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks. The usage of different language style can also be found and observed in social media. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. In this research focus on the types of language style found in twitter status of millennial generation (15-35 years old). The researchers choose the topic because people use Twitter to show their existence and identity in language through their status. Twitter is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Nowadays, people can get the latest update information from anywhere, it is because the development of technology. In this case, twitter as the most popular social media in the world will make communication easier to other people. So, it will be easier to get new friends through twitter. So, it should be a good reason to be sources in finding language style related to people's status in twitter.

## 2. Literature Review

According to Joos in Zulaekho (2010), language style is classified into five types based on the degree of formality. Those types of language style are frozen, formal, consultative, casual, and intimate style.

### 2.1. Frozen Style

Frozen style or oratorical style, is the most formal style. It is usually used in situation that is very formal and has symbolic value. For instance: informal ceremonies, and court, and state documents. This style is recognized by having no participation of the reader. The reader cannot protest the writer.

## 2.2. Formal Style

Formal style is used in formal situation in general. Richard (1985) states that formal style is the people use the language carefully about pronunciation, choice of words, and sentence structure. The characteristics of formal language are careful and standard speech, low tempo speech, technical vocabulary, complex and divergence grammatical structure, use of full name address, avoidance of main word repetition and using of synonyms.

## 2.3. Consultative Style

Consultative style is the most neutral or unmarked of the styles. It is a style that is used in semi-formal communication situation and this is the type of language which is required from the everyday speaker. Consultative is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc.

## 2.4. Casual Style

Casual style is a language style which is usually used in casual situation by those who have the same background such as age, sex, education, social status, ethnic, and some other factors. Casual style can also be traced by the appearance of the informal words such as colloquial, slang, even taboo words, etc.

## 2.5. Intimate Style

Intimate style is characterized by extraction and jargon. The characteristics of this style are the use of private codes, the use of words signaling intimate relation, the use of rapid and slurred pronunciation, the use of non-verbal communication, and the use of non-standard forms.

The researchers take the relevant study from international journal of Apriyani and Asmawati (2019) entitled "Using Language Casual Style in Teenagers 17 Years old on Instagram Comment". The research paper aims to find out of casual style used by teenagers of social media instagram. Instagram comment is always used by teenagers to interact with their friends using casual style. This research uses qualitative descriptive method. The object of this research is the casual style used on instagram comments by teenagers. The data are casual style words on instagram comment by teenagers used

when interacting with their friends. Based on the analysis, the researchers find that from 3 accounts and 9 posts there are 51 casual styles, 32 declarative, 3 explanative, 7 interrogative and 11 harsh words type of casual styles. The most dominant casual style is declaratives.

### 3. Research Method

In this research, the researchers uses qualitative descriptive method. The researchers would try to analyze the data and make a description about types of language style, and to find out the use of language style twitter status by millennial. According to Mulyadi (2011) quantitative research is a research approach that represents the understanding of positivism, while qualitative research is an approach that represents a familiar naturalistic research (phenomenology). The researcher takes qualitative research because this research is to find out the language style that is used on twitter status by millennial.

### 4. Result and Discussion

The data of this paper are taken from several twitter users in Indonesia. In this case, the writer analyzes the data based on Joos (1998) theories. The analysis is focused on type of language style on the twitter and the most frequently used style on the twitter. 100 data are taken from the status of the twitter users.

#### 4.1. Frozen Style

There is no data belonging to this style. It is because writer search the data from twitter user. Frozen style is the most formal style. It is usually used in situation that is very formal and has symbolic value. In addition, Twitter is a social media used by people to express themselves freely. That is why the writer cannot find frozen style in Twitter.

#### 4.2. Formal Style

There is a sample that can be classified into formal style used by twitter user. Only one datum is found belonging to formal style. Formal style is used in the formal situation. In formal style people use the language carefully on pronunciation, choice of words, and sentence structures.

Datum 1: This is the datum that can be classified into formal style. This datum comes from Mimi's statement.

Mimi: *Jangan mengeluh atas masalahmu, karena Tuhan punya tujuan untuk perjuanganmu saat ini. Pelajarilah apa yang hendak Tuhan ajarkan.*

The sample above can be categorized into formal style. Mimi as a twitter user expresses her statement clearly. The sentence is written based on the norms of grammar. In this sentence, Mimi tries to give statement related to motivation and it is from God's kindness. Another reason is Mimi mentions the word "God" to show an emphatic form it.

### 4.3. Consultative Style

9 data belonging to consultative style are found. The data are from several twitter users.

Datum 2: This is the first datum that can be classified into consultative style. This datum comes from R. Agustin.

R Agustin: *Ketika seseorang lelaki mengorbankan dirinya demi kebahagiaan orang yang dia cintai, maka dia telah menjadi lelaki yang sesungguhnya, lebih mempesona dari seorang pangeran.*

From the sentences above, it can be categorized into consultative style. The sentences contain twitter user's feeling at that time. It can be seen from the word "*lebih mempesona dari seorang pangeran*". The twitter user seems to be subjective from his sentences. Those are the reasons why the datum can be categorized into consultative style.

### 4.4. Casual Style

There are several samples that can be classified into casual style used by twitter users. 70 data belonging to casual style are found. Casual style is mostly found. The data are from several twitter users. The data are from between millennial generation users to pre adult users.

Datum 3: This can be classified into casual style. This datum comes from the twitter user named, Jefri Z.

Jefri Z: *Disaat hal yang sangat luar biasa menjadi hal yang biasa. Apakah kamu akan tetap seperti yang dulu.*

The datum above is casual style. The sentences reflect his feeling as twitter user. Then, the second sentence does not have a good structure. It can be seen from the interrogative word “apakah” and it does not relate to the first sentence. Those are the reasons why this datum is categorized into casual style.

Datum 4: This can be classified into casual style. This datum comes from Jefri Z. Jefri Z: *Hari yang cerah untuk jiwa yang sepi*. The sentence is categorized into casual style. The sentence contains short sentence. Then, the sentence is a quotation from a song title. Those are the reasons why this conversations are categorized into casual style.

### 4.5. Intimate Style

There are several samples that can be classified into intimate style used by the twitter users. 20 data belonging to intimate style are found. The data are from several twitter users. Intimate style is the second mostly used style.

Datum 4: This can be classified into intimate style. This datum comes from the twitter user named, Meitha Indah.

Meitha Indah: *Belom sarapan udah cuz. Alhasil karaokean deh ni perut.*

The datum above can be categorized into intimate style. The sentence contains the characteristics of intimate style; it is a jargon as well as a private code. It can be seen from word “cuz”. That is why this conversation is categorized into intimate style. The following table are displayed to report frequency of language styles. It is purposed to describe the dominant language style used by twitter users.

TABLE 1: Frequency of language style used by twitter users

| NO | Types        | Total | Percentage |
|----|--------------|-------|------------|
| 1  | Frozen       | 0     | 0%         |
| 2  | Formal       | 1     | 1%         |
| 3  | Consultative | 9     | 9%         |
| 4  | Casual       | 70    | 70%        |
| 5  | Intimate     | 20    | 20%        |
|    |              | 100   | 100%       |

The table above describes the total percentage of language styles; frozen style, formal style, consultative style, casual style and intimate style found in the twitter user’s status. From 100 data, casual style is a kind of language style that is mostly found in the twitter status, with the percentage of 70%. Then, the second is Intimate style, 20 data out of 100 data, with the percentage of 20%. Next is Consultative style, 9 data out of 100, with the percentage of 9%. Last, formal style, 1 data out of 100, with the percentage

of 1%. From the table above, it can be seen that Casual Style is the most frequently used style with 70 data out of 100 and with the percentage of 70%.

Casual style is the most dominant language style found in the twitter users' status because it is related to the function of twitter as media social and also related to background of the twitter users. In addition, the twitter users have various background such as teacher, student, musician, college student and etc. The twitter as a media social is used to express their feelings as lifestyle of the present has changed.

Intimate style is in the second place. The twitter users use intimate style because they tend to use many slangs and switch the language to express what they feel without considering the structure and the choice of words. It usually used by teenagers to show their existences.

Then, consultative style is in the third place. There are 9 data for intimate style. This language style is used because people tend to consider that what they write will be understood by others. They are not only thinking about what they feel, but also the contents of their status. They also use slang words combined with others in consultative style.

Then, formal style is the last language style found in the research. There is only one datum for formal style. It is because the twitter users express their feeling freely. Besides, people do not want to express something that is related to a serious thing.

## 5. Conclusion

Having finished with this paper, the researchers draw conclusion that language style reflects the background of education and age of the users. The twitter users have close relationships among them through language style. Casual style is mostly used by the twitter users in Indonesia. It means that the twitter users enjoy twitter as a media social.

Besides, language styles of the twitter users are also influenced by age and education. The twitter users have different background of age and education. It is related to the twitter users' status in expressing what they feel. By knowing and understanding language style, people would know the characters of other people.

The researchers expect that this research would make the readers understand the types of language style. In addition, the researchers would like to give suggestions to the readers to make further studies on this topic.

## References

- [1] Apriyani, I. and Suwarsih, A. (2019). *Using Language Casual Style in Teenagers 17 Years old on Instagram Comment*. Siliwangi: Professional Journal of English Education.
- [2] Crystal, D. (2013). *Clinical Linguistics*. New York: Springer-Verlag Wien.
- [3] Joos, M. (1998). *The Styles of Five O'clocks*. Massachusetts: Winthrop Publishers.
- [4] Moore, E. (2004). Sociolinguistic Style: A Multidimensional Resource for Shared Identity Creation. *The Canadian Journal of Linguistics*. University of Toronto Press. 49 (3/4), Sept-Dec. 2004, pp. 375-396.
- [5] Mulyadi, M. (2011). Penelitian Kuantitatif dan Kualitatif Serta Pemikiran Dasar Menggabungkannya. *Jurnal Studi Komunikasi dan Media*, Vol. 15, No. 1, pp. 1-8.
- [6] Penalosa, F. (1981). *Introduction to the Sociology of Language*. Long Beach: California State University Press.
- [7] Richard, J. (1985). *Longman Dictionary Applied Linguistics*. Hongkong: Longman Group Ltd.
- [8] Mulyadi, M, 2011, Penelitian Kuantitatif dan Kualitatif Serta Pemikiran Dasar Menggabungkannya, *Jurnal Studi Komunikasi dan Media*, Vol. 15, No. 1, Januari-Juni 2011, 1-8