



# Analysis of Language Style in Suara Bone Beradat FM Radio Broadcasts: A Descriptive Qualitative Approach

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## Abstract

This research aims to analyze and document various types of language styles used in Suara Bone Beradat FM radio broadcasts. The research method used is descriptive qualitative analysis of radio broadcast data transcription. The results of the research show that there are various types of language styles, including comparison, repetition, allusion, contradiction and emphasis. Comparative language styles include metaphor, allusion, synecdoche, and pars pro toto. Repetitive language styles include anadiplosis, mesodiplosis, epizeuxis, alliteration, and epanalepsis. The language styles of satire and contradiction each consist of one data, namely innuendo and hysteron proteron. The language style of affirmation includes parallelism and repetition. The results of this research provide a new contribution to the understanding of the use of language styles in Suara Bone Beradat FM radio broadcasts.

**Keywords:** Language Style, Radio Broadcasts, Qualitative Analysis, FM Suara Bone Beradat.

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## 1. Introduction

Language is a fundamental communication tool in interactions between individuals in society. Language contains meaning in symbolic form that describes thoughts, feelings, and information that humans want to convey. Whether through spoken or written expression, language allows us to communicate, share ideas, ask for help, convey reports, or share thoughts and feelings with others. Therefore, language is one of the key aspects of human life that allows us to interact, understand and influence each other (Mhlana, 2012).

On the other hand, the world of broadcasting is a domain that is no less interesting and important in everyday life. Broadcast media has become an integral part of human activities, with its abundant presence and easy access wherever we are. Every minute, broadcast media presents various types of content with diverse characteristics, filling every moment of our lives. With technological developments, especially the transition from analog broadcasting to the digital era, the world of broadcasting is increasingly pampering people in meeting their various needs (Kuiper and Lewis).

Imagine, for those who have experienced the benefits of the digital broadcasting era, the information they need is always at their fingertips. They no longer need to wait for the daily publication, contact institutions to find out weather information or exchange rates, or wait for broadcast schedules. Television and other broadcast media have become a source of complete, fast and accurate information services (Kasoema and Amri 2016). However, keep in mind that this technology is usually more accessible to developed countries that have high per capita income.

Before discussing further the role of language in the world of broadcasting, it is important to understand the process of broadcasting itself. Broadcasting is a communication method that allows information or messages to be conveyed from producers or professional actors to the public through the use of electromagnetic waves or higher frequencies. This process can occur through radio or television broadcasts. The entire series of activities that support broadcasting, including ideal aspects, hardware and software, are carried out through broadcasting or transmission facilities, both on land and in space, using various types of electromagnetic waves or higher types of waves. The results of this process can then be received by the public via radio or television receiving devices, with or without assistive devices.

It is important to note that the term "broadcast" is often interpreted as "broadcast" in accordance with Law no. 32 of 2009 concerning Broadcasting. In this law, a "broadcast" is defined as a message or series of messages which may include sound, images, or a combination of both, including graphics or characters. These messages may or may not be interactive, but can be received via broadcast receiving devices. In this context, broadcasting involves the activity of

broadcasting broadcasts through broadcasting facilities and/or transmission facilities on land, at sea or in space using the radio frequency spectrum or radio signals as electromagnetic waves that move through air, cables and other media, so that they can be received simultaneously and simultaneously by the public via broadcast receiving devices.

This in-depth understanding of the broadcasting process will pave the way for us to further explore the role of language in the broadcasting context, especially in the era of digital technology which increasingly influences the way we communicate and access information. In this way, we can recognize the implications of language use in modern broadcasting and understand how access to this technology affects various communities around the world (Karunarathna et al., 2019).

In the world of broadcasting, radio media relies on voice communication to convey messages to listeners, while television media utilizes audiovisual communication which includes movement and sound. Thus, broadcast journalism covers various aspects, starting from the conception of ideas, the operation of hardware and software, to the process of searching, collecting, selecting and processing information that has news value into audiovisual content. This content can be in the form of news, in-depth explanations, or warm presentations that are presented to viewers through the transmission process of electromagnetic waves or higher waves and can be received by audiences via radio (audio) or television (audiovisual) receiving devices, either with or without assistive devices.

However, in this context, it is important to remember that the use of language in broadcasting can influence listener comprehension. Sometimes, there are some listeners who may not understand or interpret correctly the content or meaning of what is conveyed by the presenter. This is why language style is important in broadcasting. Language style is a way of communicating that applies language beautifully, harmoniously, and is able to express certain meanings and atmosphere that can influence the intellectual and emotional power of the audience (Sellas and Solà 2019).

A radio broadcaster also needs to have special characteristics. They must have the ability to make listeners interested and understand the messages they convey. The easily accessible and relatively affordable nature of radio requires a broadcaster to be a friend to his listeners. They must be able to adapt to the listener and build closeness so that, even though communication is only through audio media, the relationship between the broadcaster and listener feels like they are having a conversation. A broadcaster plays a key role as a source of trust and information for listeners. Therefore, integrity and honesty in conveying information is very important. If information is uncertain or has not been properly verified, it should not be conveyed, to avoid confusion or misunderstanding on the part of the listener. Apart from that, a broadcaster also needs to have a warm, friendly, knowledgeable and critical attitude so that the information conveyed is of quality and can be trusted.

The use of language in broadcasting also plays an important role. Journalistic language, or press language, is the language used by reporters or journalists in writing journalistic works in the mass media. In Radio, effective use of language includes the use of simple words, concise sentences, accurate sentences, and the use of chat-style sentence structures. This allows the message to be conveyed clearly and can be well understood by the listener. A broadcaster must also understand that written language and spoken language must pay attention to the same language components, including structure, sentences, vocabulary, fluency, and general comprehensibility. Therefore, even though the announcer reads the script (written language), the language must still be spoken clearly and appropriately.

A good performance must be supported by a good script too. Radio as a communication medium plays a role in keeping up with increasingly advanced developments in communication science. This is driven by the increasing need for human information in everyday life and advances in information technology. The increasing number of new radio stations with their respective advantages requires existing radio stations to choose programs wisely so that they remain popular with their listeners. One of the key factors is the quality of the broadcaster who carries the image of the radio where he works. The language style and characteristics of radio broadcasters play a big role in influencing the interests and positive or negative impressions received by listeners.

Suara Bone Beradat FM Radio, with its attractive and charming language style, has become a favorite in Bone Regency. Therefore, this research was conducted to analyze in more depth the language styles used by Suara Bone Beradat FM Radio broadcasters. It is hoped that this research will provide deeper insight into the role of language in the world of broadcasting and how this influences the attraction and interest of listeners.

## **2. Study of Theory and Framework**

### **2.1. Theoretical review**

Theory is the main basis for research. The success of researchers depends greatly on the theories that form the basis of the research. The theories that support this research come from various literature references that are closely related to the problems that will be discussed by the researcher.

#### **2.1.1. Relevant Research**

This research is in line with the results of research conducted by Kartika (2018) who analyzed the language style in the program "Mata Najwa" on Metro TV. The results of this research show that in the "Mata Najwa" event with three main topics, namely "Kalla Jadi JK", "Learning from the National Teacher Tjokroaminoto", and "Political Temperature Research", there are four types of language styles:

1. The language styles used by Najwa Shihab in the show "Mata Najwa" on Metro TV include:
  - Comparative language styles, such as similes or similes, metaphors, depersonification, pleonasm, anticipation, correction.
  - Anastrophic language style.
  - Linking language styles, such as synecdoche, eponym, epithet, antonomasia, erotesis, ellipsis, and asyndeton.
  - Repetitive language styles, such as alliteration, assonance, chiasmus, epizeukis, tautotes, anaphora, epistrofa, mesodiplosis.
2. The language styles used by speakers in the "Mata Najwa" program on Metro TV include:
  - Comparative language styles, such as similes or similes, metaphors, depersonification, pleonasm, anticipation.
  - Conflicting language style, namely anastrophe.
  - Linking language style, namely synecdoche.
  - Repetitive language styles, such as assonance and tautotes.

The results of this research provide a relevant contribution and can be an important reference in analyzing language style in the context of television broadcast programs. It also provides a solid basis for pursuing further research in this area. Style, especially language style, is known in rhetoric as "style." Language style or style is part of diction or word choice, which discusses the suitability of the use of certain words, phrases or clauses in the context of the linguistic hierarchy, both in the choice of individual words, phrases, clauses, sentences and the entire discourse.

According to the Big Indonesian Dictionary (KBBI), language style is a person's use of language richness in speaking and writing. Style can be interpreted as a distinctive way of conveying thoughts through language that shows the soul and personality of the language user. In the world of advertising, creative strategy is one of the important keys to competing in a competitive market. The use of language styles in advertising scripts is one way to create an attractive impression in the advertisements presented. Language style allows thoughts and feelings to be expressed through words in written or spoken form.

The broad understanding of language style can be seen from three perspectives. First, language style is someone's use of language richness in speaking or writing. Second, language style involves the use of certain varieties to achieve certain effects in communication. Third, language style includes all the language characteristics found in a particular group of literary writers. Overall, language style is a unique way to convey inner thoughts and feelings through language with the aim of achieving a certain effect, so that what is conveyed is clear and has an appropriate meaning.

### 2.1.2. Definition of Broadcasting

In terms of language or etymology, broadcasting means the process, method and act of spreading or broadcasting. In its specific terminology, broadcasting refers to the process of communication from a point to an audience, where information is conveyed from a person or producer (profession) to the public through the process of transmitting electromagnetic waves or higher frequency waves. Broadcasting, which is also known as broadcasting, includes all activities that make radio and television broadcasts possible. This involves ideal aspects, hardware and software that use broadcasting or transmission means, both on land and in space, by utilizing electromagnetic waves or higher frequencies to spread information. This information can be received by the public via radio or television receivers, either with or without additional aids.

According to Law Number 32 of 2009, broadcasting is defined as the activity of transmitting broadcasts through transmission facilities and/or transmission facilities on land, at sea and in outer space using the radio frequency spectrum (radio signals) in the form of electromagnetic waves that propagate through air, cable, and/or other media. This process allows information to be absorbed simultaneously and simultaneously by the public with the help of broadcast receiving devices.

By combining the definitions previously mentioned, broadcasting can be defined as the activity or process of transmitting information or messages containing ideas, notions or thoughts, which are conveyed from one point, be it an individual, producer or communicator, to an audience which is the public. wide. This process is carried out through broadcasting or transmission facilities, which can occur either on land, sea or in space, by utilizing the radio frequency spectrum (radio signal) in the form of electromagnetic waves that are emitted widely. This information can be received by listeners or viewers via radio or television receiving devices. Broadcasting allows the dissemination of information that engages a very wide audience and includes various types of content, from news to entertainment.

## 2.2. Broadcast Media

Broadcast media, or what is better known as broadcasting, refers to television and radio media. These two types of media are forms of mass communication that use the electronic spectrum (frequency) to convey information in the form of a combination of images and sound, or just sound (Fardiah et al., 2020). The role of the world of broadcast media has enormous significance in people's lives today. Because both are forms of mass communication, it is important for us to understand the concept of mass communication both globally and in detail, as a basis for

knowledge in this discussion. The mass communication referred to here is communication that uses modern mass media, including newspapers with wide circulation, radio and television whose broadcasts are aimed at the public, as well as films shown in cinemas (Briandana et al., 2020).

From the various explanations above, media plays an important role in the communication process from source to audience, and can be called communication media. In communication theory, the media functions as a gatekeeper, which receives information from the source and passes it on to the recipient (Geni et al., 2021).

In the context of communication involving mass media such as newspapers and television, the function of gatekeeper is always present. The media, according to its function, acts as a gatekeeper between the source of information (such as the head of a news event or a government official making a statement) and the recipient of information (we as consumers of information through the media). In terms of mediated communication, mass media carries out the C function as a gatekeeper in the communication model.

### **2.2.1. Broadcast Radio**

Broadcast radio, often referred to as a social institution like mass media in general, is an organization that functions to broadcast information, both individually and through a network with one broadcasting control center. This function is carried out to meet the needs of the audience. As an element of the communication process, especially as a mass medium, broadcast radio has different characteristics and properties from other mass media. In contrast to newspapers which are included in print mass media, as well as films which are mechanically optical, radio has audial properties. On the other hand, television has an audiovisual dimension (Berry, 2020; Bonini et al., 2020).

Radio has experienced significant developments since its discovery, so that it has now become an important mass communication medium. James Maxwell, a British natural science theorist known as the "scientific father of wireless", was the person who discovered electromagnetic waves, which became the basis of radio and television technology. Heinrich Hertz then carried out experiments to prove the existence of electromagnetic waves and showed that these waves could be reflected by a metal surface, this happened in 1884.

Guglielmo Marconi, as the inventor of the wireless telegraph, developed Hertz's invention and succeeded in receiving signs without wire within a distance of 1 mile, which was later increased to 8 miles. In 1906, Dr. Lee De Forest developed Marconi's discovery by introducing a vacuum tube, which allowed sound to be broadcast. Dr. Lee De Forest is recognized as a radio pioneer or "the father of radio" in 1916, although the first to introduce the concept of broadcast radio (broadcasting) was David Sarnoff in 1915.

Radio has great potential to convey messages effectively so that they can be well received by listeners or communicants. For this reason, currently we can find many radio stations, both private and government-managed. It is important to create a strong appeal so that the message can be conveyed well. In the communication process, especially through mass media, communication tends to be one-way traffic communication, where the communicator conveys a message and it is hoped that the listener will listen without responding. However, the success of these communications depends on a number of factors, including program relevance, good production quality and creativity, operational competence, technical reliability, and consistency of the signals received. All these factors play an important role in ensuring the effectiveness of communication via radio.

### **2.2.2. Television**

Television is an electronic system for broadcasting moving images and sound to a receiver. TV broadcasting began in 1930 and began actively in 1947, complementing the role of radio. Television media has a special position in society. This specialty can be seen from its characteristics which provide maximum comfort for the audience. As explained in the article "Television as a new religion" by Gerbner and Conolly, television consumes more time and attention of more people than any other media and entertainment activities combined. In the average American home, the television is on for six and a half hours every day. This shows the extent to which television influences people's lives, and this is understandable considering that to access it, consumers do not need to leave the house, a high level of literacy is not required, and its reach covers a wide variety of audiences.

As a result of the great influence of television media, many people consider that television has replaced the traditional role of educational sources such as parents, religious leaders, and teachers. This influence especially occurs in several regions, including America, so that television is often seen as a substitute guardian or substitute teacher. However, this view which tends to assess television as a diversion of educational, social and personal values suggests that television also has the potential for negative impacts. Therefore, efforts are needed to ensure that the content of television programs does not only contain negative elements, but also prioritizes positive values for consumers considering the large impact they have.

## **2.3. Impact of Broadcast Media**

As is often heard, broadcast media has a big influence on social, political, economic and cultural life. The magnitude of this influence even makes the media considered the fourth pillar of democratization. Considering the magnitude of this influence, media owners should realize how important the role of the media is in empowering society. Media has the potential to encourage individuals or society to take beneficial actions, both for themselves and

others. A concrete example is the movement to collect small change to help Prita in her case in court, as well as the movement to save the Rohingya ethnic group to support the Rohingya tribe in Myanmar. Through information media, these movements can be realized.

However, broadcast media is only part of the mass media as a whole, and has a strategic position in society. In this case, broadcast media has both positive and negative impacts on society. This is in accordance with the concept of mass media influence which consists of three variations: first, causing direct imitation (copy-cut); second, causing dullness towards norms (desensitisation); and third, providing psychological pressure (catharsis) for mass media viewers. The positive and negative impacts of mass media depend greatly on the content of the broadcast format. If the content provides positive values such as education, culture, and social, then the impact will also be positive for society. On the other hand, if the content does not pay attention to these values, the impact could be negative.

### 3. Methodology

The research method used in this research is descriptive qualitative analysis. This choice is based on the background and problems that arise in factual research. In this research, the data produced is in the form of words and sentences contained in the FM radio broadcast of Suara Bone Beradat Radio.

The descriptive approach shows that this research is only based on existing facts or empirical phenomena that appear in radio broadcasts. The results of this research will describe the language as it is, without considering whether the speaker's use of language is right or wrong. This is the main characteristic of descriptive research.

The qualitative descriptive research method was chosen because the researcher will identify and describe the language styles used in the FM radio broadcast of Suara Bone Beradat Radio. This research will provide an overview of the use of language in radio broadcasts without involving quantitative analysis.

## 4. Results and Discussion

### 4.1. Results

This research aims to analyze and describe the language style used in FM radio broadcasting on Suara Bone Beradat Radio. The research method used is descriptive qualitative analysis, by collecting conversational speech data from broadcasters and sources through data transcription from the first broadcast to the fifth broadcast. The research results reveal that there are several types of language styles used in radio broadcasts, which can be classified into five categories, namely:

- 1) Comparative Language Style: In this category there are personification and hyperbole language styles. The personification style is used to describe inanimate or inanimate objects as if they have human qualities. An example is the comparison "the pen is much sharper than the bullet."
- 2) Repetitive Language Style: This language style includes alliteration, anaphora, anadiplosis, mesodiplosis, epanalepsis, and epizeuxis. Alliteration is the repetition of consonant sounds at the beginning of adjacent words. Anaphora is the repetition of a word or phrase at the beginning of a sentence. Anadiplosis is the repetition of words at the end of the same sentence. Mesodiplosis is the repetition of words in the middle of a sentence. Epanalepsis is the repetition of words at the beginning and end of the same sentence. Epizeuxis is the repetition of words in succession to provide emphasis.
- 3) Satire Language Style: This language style includes irony, cynicism, insinuation, sarcasm, satire, and antiphrasis. This style of language is used to convey messages in an indirect way, often by criticizing or making fun of certain subjects.
- 4) Conflicting Language Style: In this category there are paradoxes, antitheses, litotes, oxymorons, and proterone hysteron. This language style is used to create contrast or contradiction in speech.
- 5) Emphasis Language Style: This language style includes repetition and parallelism, euphemism, allusion, metonymy, synecdoche, and pleonasm. This language style is used to emphasize or strengthen the message conveyed.

### 4.2. Discussion

The results of this research indicate that the FM radio broadcasting of Suara Bone Beradat Radio uses various types of language styles in its broadcasts. This language style is used to provide variety and interest in conveying messages to listeners. Language styles such as personification, hyperbole, and alliteration are used to provide strong images in speech. Repetitive language styles such as anaphora and epanalepsis are used to emphasize the message conveyed.

Apart from that, satirical language styles such as irony and sarcasm are used to convey messages indirectly or criticize certain subjects. Conflicting language styles such as paradox and antithesis are used to create contrast in

conveying a message. Emphasizing language styles such as repetition and metonymy are used to strengthen the message conveyed.

The use of various types of language styles can increase the appeal of radio broadcasts and influence how listeners receive messages. However, it is important to remember that the use of language style must pay attention to the context and purpose of communication so that the message conveyed remains effective and clear. The language style used can also reflect the characteristics of radio broadcasts and the communication styles of announcers and sources.

In this research, descriptive qualitative analysis methods were used to explore data from conversational speech broadcast via FM radio Suara Bone Beradat. The descriptive approach leads to the empirical presentation of facts or phenomena that occur in speech. The data generated from this research is in the form of words and sentences that appear in the radio broadcast. This approach allows researchers to understand and describe the language styles used in the speech of announcers and sources.

In this study, there are various types of language styles found in radio broadcasts. One of them is comparative language style, which includes personification and hyperbole. Personification is a figurative language style that gives human characteristics to inanimate objects or inanimate objects. For example, "the pen is much sharper than the bullet." Hyperbole, on the other hand, is an exaggeration of language to create a dramatic impression. For example, "this river is so deep it can touch the sky."

Apart from that, there are also repetition language styles, such as anadiplosis and mesodiplosis. Anadiplosis is the repetition of the last word of a clause or sentence which becomes the first word of the next clause or sentence. An example from research is, "maybe let's say hello first, maybe there are colleagues next to us who might want to chat." Mesodiplosis, on the other hand, is a figure of speech that repeats words in the middle of a line or sentence, creating a strong repetitive effect. For example, "food is delicious, the ingredients are certainly delicious to eat."

This language style gives nuance and color to the speech of the announcer and source, creates a distinctive impression and influences how listeners understand the message conveyed. By understanding and analyzing this language style, we can more deeply appreciate and understand the content of the Suara Bone Beradat FM radio broadcast.

## 5. Conclusion

The conclusion of this research is that there are various types of language styles found in Suara Bone Beradat FM radio broadcasts. Types of language styles include comparison, repetition, allusion, contradiction, and emphasis. Comparative language styles include metaphor, allusion, synecdoche, and pars pro toto. Repetitive language styles include anadiplosis, mesodiplosis, epizeuxis, alliteration, and epanalepsis. The style of satire only consists of one data, namely innuendo. The conflicting language style also consists of only one data, namely hysteron proteron. Meanwhile, the language style of affirmation includes parallelism and repetition.

The results of this research are relevant to previous research in terms of the use of types of language styles. However, the differences lie in the specific parts of each type of language style found in this research. This makes it possible to differentiate the results of this study from previous studies. Thus, this research provides a new contribution to the understanding of the use of language styles in Suara Bone Beradat FM radio broadcasts.

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