

Representation of Language Style in the Strategy of Creating *the Beti Family* Serial Story

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Abstract. Language style can also mean a person's way of expressing thoughts through language with distinctive words. Styles of irony, cynicism, and sarcasm are often referred to as satirical language styles, because these language styles have sharp satirical power. This study aims to identify the style of satire contained in the *Beti Family* series in 2019 YouTube channel. This research is a type of descriptive qualitative research. The theory used in this study is language style theory. The results of this study language style of *Beti family* series, three types of satirical language styles were found, consisting of irony, cynicism, and irony. and sarcasm style.

1 Introduction

Language has an important role in human life. This is because language is a communication tool used by humans to interact and exchange information. Language is a sound symbol system that is arbitrary in nature and is used by people to work together, communicate, and identify themselves [1]. Language has rules or rules in its use. If these rules are not followed properly, the role of language as a communication tool will not work effectively. Language is a representational system of regulated grammar [2]. In communicating, humans need to regulate language, words, and gestures so that the information conveyed gets good feedback and is easy to understand [3].

Communicating with language can be done in two ways, namely orally or in writing. Oral communication can be done through speeches, seminars, and others, while written communication can be done through books, novels, comics, and others. Everyone has their own style of conveying the information they want to convey, both orally and in writing [3]. The way or characteristics of a person in a person in communicating is called language style. Language style in rhetoric is also known as style, which comes from the Latin word *stylus*, which is a kind of writing tool on wax plates. Language style can also mean a person's way of expressing thoughts through language with distinctive words. The use of language style allows individuals to assess the personality, character, and abilities of someone who uses that language [4].

Language style is able to turn words into harmony that can touch the soul of the reader or listener. There is a reciprocal relationship between language style and vocabulary [5]. Someone who is rich in vocabulary, the style of language used will be more diverse. Language styles can be distinguished based on whether the meaning is direct or not. Language style based on whether the meaning is direct or indirect is also called a trope or figure of speech which means an evaluative deviation of language [4]. Language style based on whether or not the meaning is directly divided into two groups, namely rhetorical language style and figurative language style [6].

Figurative language style is often known as satirical language style, because this style of language has a sharp satirical power. The figurative language style is irony, cynicism, and sarcasm. The language style of satire is the realization of one of the functions of language, namely the expressive function which means that language can express feelings/emotions [7]. The style of satire can not only be found in novels or songs, but is also often used in the dialogue of characters in a film or series. The use of language style by the author is not only to convey thoughts, but is also used to convey information implicitly [8].

The use of language style today is often used in expressing feelings in communicating on social media. Many social media ceilings are used by the public as a means of expressing imaginative ideas. One of the imaginative ideas that is quite viral on social media, one of which is the Beti Family serial story. In this series, the creativity of the characters is very prominent because all the characterizations are only played by one person. The storyline is more about Medan culture, which is currently very heterogeneous in speaking languages in Medan. What's more, in creating speech in this series, it uses a straightforward language style strategy but instead creates a humorous effect.

2 Research methods

This research is a qualitative descriptive study, using the Beti Family series as an object of study. Data collection was carried out using the observing method and note taking techniques. Data were analyzed using figurative language theory.

3 Result and Discussion

The style of satire consists of three types of language style, namely irony, cynicism, and sarcasm. According to Keraf (1996: 143) irony is a derivative of the word *eironeia* which means deception or pretending. Irony language style is a style of language that is used to express something with a meaning or purpose that is different from the words used. Cynicism is a satire in the form of doubt that contains ridicule of sincerity and sincerity. Meanwhile, sarcasm is a satire that is more crude than irony and cynicism. The style of sarcasm contains bitterness and bitter reproach, where this style of language can hurt the other person's heart.

1. Style of Irony

Context: Mak Beti is annoyed with Beti who doesn't answer her calls because she's using a headset. When visited, Beti said that her mother was crazy because she was talking to herself, when in fact she did not hear her mother's words because she was using a headset.

(Data 1)

Beti : “Oh iyaa lupa lo awak kalo pake headset, iyaa mak” (melepas headset yang digunakan)

Mak Beti: “Sampai berbuih mulutku ngomong sama kau ya Bet ya, *hebat kali jadi anak ah! pening kepalaku*”

Mak Beti's statement above contains an ironic style of language which is marked by the use of the word 'hebat'. The word great in this speech does not mean terrible or strong, but is an allusion to Beti who dared to say her mother was crazy and ignored her mother's words. As Beti's child, you should respect and be ashamed of your parents.

However, Beti's attitude in responding to her mother's words did not reflect that she was ashamed of her parents, because she dared to say that her mother was crazy. Because of that Beti was given a great label by her mother, because she dared to fight and disobeyed her parents.

Context : Mak Beti who was sleeping suddenly woke up because she smelled a strong smell of smoke. The smoke not only interferes with smell, but also interferes with breathing.

(Data 2)

Mak Beti: "*Kok banyak kali asap ini tanda tanda krisis global kayanya ini. Aduh sakit kali ah. Ihhhh pening kali kepalaku ah, kek mana kalau sakit nanti. Untuk makan ajapun aku susah apalagi untuk berobat*" (berbicara sambil batuk-batuk).

Mak Beti's utterance above contains an ironic style of language, because the utterance conveys a different meaning from the words used. In this context, the plume of smoke that occurred in Mak Beti village was the result of forest fires related to global warming. However, in this utterance, Mak Beti uses the sentence global crisis, which has the opposite meaning to what is meant to be conveyed. At the end of Mak Beti's speech indirectly he gave a satire to the government regarding the cost of treatment at the hospital. This can be seen through the sentence 'It's hard for me to even eat it, let alone to seek treatment'.

2. The Style Of Language Is Cynicism

Context : Marta throws the tissue from the car onto the street. This received a negative response from Merlin and Josua, because this action was considered a disgraceful act.

(Data 3)

Josua: "Jangan buang sampah dari mobil norak kali nanti ditengok. Kumpulin aja dulu di situ nanti sampe rumah baru kita buang ke tong sampah" (menengok ke belakang menghadap Marta).

Marta: "Keknya dari tadi kita salah-salah aja lah ya kan Bet?"

Merlin: "*Makanya kalau mau apa-apa tu mikir pake otak, biar nggak salah terus. Jangan mikir pake dengkul, kek mana mau maju kalau gitu terus. Gitu aja pun ngga ngerti.* (menyambar ucapan Marta dan memberikan tatapan sinis).

Merlin's words above contain a style of cynicism that contains doubts about Marta for thinking with her brain, not her knees. Through these words, Merlin indirectly said that Marta was an idiot who didn't use her brain to think, so what she did was always wrong.

Context: Mak Beti suggested that her husband work part time to get additional money so that the roof of his house could be repaired, but Mr. Beti refused this request on the grounds that he was tired and could not afford the part time job.

(Data 4)

Mak Beti : “Hoalalshhh usaha dulu kenapa nyari uang di luar sana bang, mocok-mocok kerja sampingan gitu kek ini ngarepin gaji bulanan”

Bapak Beti: “Ora iso kerja sampingan dek, ngko awaku sakit nyamping wae ngene (memperagakan kerja dengan badan miring) wes jalan lurus-lurus ae yo?”

Mak Beti: “Bukan aku suruh abang kerja nyamping gini, *lemot kali ah abang kek HP jadul*. Cepatlah bang usaha dulu nyari uang untuk beli atap rumah, dari tadi kok duduk duduk aja ihhhh.. *punya suami kek ngga punya suami ah apa-apa aku!*” (berbicara sambil membanting sapu)

The utterance contains a style of cynicism which is marked by the use of the word 'lemot'. Through this statement, Mak Beti indirectly said that her husband was slow, which in KBBI V means weak brain. Mak Beti said this after seeing her husband's actions which were considered unreasonable. The utterance also ends with a satire 'I have a husband, I don't have a husband', which means that Mak Beti's husband's presence at home is not very meaningful, because all work is completed by Mak Beti. As a husband, Mr. Beti was supposed to help his wife with the housework, but Mr. Beti didn't do this, so Mak Beti felt like she didn't have a husband.

3. Style of Sarcasm

Context : Beti and her friends went to the mall to find a gift for Beti's mother. Beti feels happy to be able to go to the mall, so she captures many moments by taking pictures with the statues in the clothing store. According to Merlin, what Beti did was tacky.

(Data 5)

Merlin: “*Ih kam se upay!*” (mata melirik sinis ke arah Beti)

Beti: “Kenapa rupanya nggak sur kau? ku pijakkan biji mata kau nanti!”

Merlin: “Malu loh ditengokin orang ini” (sambil melihat orang-orang sekitar)

Merlin's statement above contains a style of sarcasm which is marked by the use of the word 'kam se upay'. The word kam se upay is an abbreviation of the village once lousy. The word was addressed to Beti who felt too tacky, so that she was embarrassed to be seen by many people because of her behavior.

Context : Marta suddenly approached Merlin who was going to take a nap at the hall, according to him Merlin's actions were like a child who had no home. Then Merlin replied to Marta's words, but he turned angry at Merlin.

(Data 6)

Marta: “Macem nggak punya rumah kau ah sampe tidur siang pun di sini, apa nggak mau lagi keluarga kau ngurusin kau? bikin malu aja kau lin lin”.

Merlin: “*Eh bodat mulut kau itu ya kaya orang kampung, suka-suka akulah mau tidur di mana. Kau pulak yang heboh! Jangan kau urusin kali hidup orang Marta, urusin aja dulu surat cerai mamakmu!*” (berbicara dengan posisi berbaring)

Marta: “Ihh nggak usah bawa bawa mamak lah kau, nggak seneng kali aku ni!”

Merlin: “Haaa marah kau kan, makanya mulut kau itu dijaga jangan cari masalah”

Merlin's words above contain a style of sarcasm which is marked by the use of the word 'bodat'. In the Medan language the word 'bodat' is a swear word which means monkey. Merlin gives reproaches to Marta which is considered to disturb his peace. According to Merlin, Marta shouldn't comment on her life because her own life still needs to be fixed.

4 Conclusion

The use of language style in the *Beti Family* series is found in utterances that contain satirical figurative language. The satire language style consists of three language styles, namely irony language style, cynicism language style, and sarcasm language style. Each utterance containing satire is divided based on the context of the utterance.

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