

## SPEECH STYLE USED IN THE ELLEN DEGENERES SHOW

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### Abstract

The purpose of this study was to find out the language variations used in South Solok souvenirs. This research will be discussed in a Sociolinguistic study, namely to look at language variations based on meaning, based on context, and based on lexical. The type of research used in this research is qualitative research. The data in this study are brands of souvenirs typical of South Solok. The source of the data used is the Office of Cooperative Industry and Trade of South Solok Regency (Koperindag). Data was collected using observation techniques and documentation techniques. Data were analyzed using the distribution method with the technique used, namely the technique for direct elements. . Based on the results of the study it was found that language variations on trademarks of souvenirs typical of South Solok with a study of the types of diction found that based on meaning there were 20 language variation data including 13 denotation data and 7 connotation data. Based on the context, there are 14 data on language variations in linguistic and non-linguistic contexts. Based on the lexical, there are 16 data on language variations including 4 data on homonyms, 4 data on polysemy, 4 data on hypernyms, and 4 data on hyponyms. Based on the data above, it is stated that language variations on the souvenir trademarks typical of South Solok tend to use denotations using their own names on the souvenir brands.

**Keywords:** language variations, small gifts, sociolinguistics.

### Abstrak

*Tujuan penelitian ini adalah untuk mengetahui variasi bahasa yang digunakan pada oleh-oleh khas Solok Selatan. Penelitian ini akan dibahas dalam kajian Sociolinguistik yaitu untuk melihat variasi bahasa dengan berdasarkan makna, berdasarkan konteks, dan berdasarkan leksikal. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif. Data dalam penelitian ini adalah merek pada oleh-oleh khas Solok Selatan. Sumber data yang digunakan adalah Dinas Koperasi Perindustrian dan Perdagangan Kabupaten Solok Selatan (Koperindag). Data dikumpulkan dengan menggunakan teknik observasi dan teknik dokumentasi. Data dianalisis dengan menggunakan metode agih dengan teknik yang digunakan yaitu teknik bagi unsur langsung. . Berdasarkan hasil penelitian ditemukan bahwa variasi bahasa pada merek dagang oleh-oleh khas Solok Selatan dengan kajian jenis-jenis diksi ditemukan bahwa berdasarkan makna terdapat 20 data variasi bahasa diantaranya 13 data denotasi dan 7 data konotasi. Berdasarkan konteks terdapat 14 data variasi bahasa*

*dalam konteks linguistik dan non linguistik. Berdasarkan leksikal terdapat 16 data variasi bahasa diantaranya 4 data homonim, 4 data polisemi, 4 data hipernim, dan 4 data dalam kata hiponim. Berdasarkan data diatas dinyatakan bahwa variasi bahasa pada merek dagang oleh-oleh khas Solok Selatan cenderung lebih menggunakan denotasi dengan menggunakan nama sendiri pada merek oleh-oleh tersebut.*

**Kata kunci:** variasi bahasa, oleh-oleh, sosiolinguistik.

## 1. INTRODUCTION

Providing a product with a name is a crucial step. Because the name that is tied to the product is an identity that turns into a memento for customers when they buy the product, the name is quite important. A brand, in its most basic definition, is simply the name that is associated to the thing. In more specific terms, a brand is any symbol that serves to differentiate one product from another. The intention behind the creation of brands by business actors or companies is to differentiate the products or services that are being offered. If the goods and services in question are connected in some way to the production of the product in question, then we can refer to the brand in question as an identity mark. When it comes to the consumer, a brand acts as a guarantee of the value of the product being produced from a perspective that is distinct from that of the larger community. According to Article 1 paragraph 1 of Law number 15 of 2001, which states that a mark is "a sign in the form of an image, name, word, letter, number, arrangement of colors, or a combination of these elements which has distinguishing power and is used in the activity of trading goods or services," a mark is "a sign in the form of an image, name, word, letter, number, arrangement of colors, or a combination of these elements." Therefore, it is possible for irresponsible people to follow in the footsteps of a reputable brand that is well-known by a large number of customers, duplicate it, and even hijack it. A reputable and widely recognized brand is an extremely valuable asset.

In marketing, the use of brand language is intended to assist consumers in associating particular phrases or concepts with specific businesses or products. Word selection and overall tone are two of the most important aspects to consider when designing brand language. Word choice refers to the terminology that is utilized in advertising or marketing. It's important to remember that tone may be conveyed not just via language, but also through visuals and the way something is delivered. Language media are used by society as a method or tool for socializing that can be understood by the interlocutor. This is done with the intention of acquiring or transmitting the information that is required. When there is congruence between the language of the speaker and the language used by the interlocutor, as well as when there is congruence with the speech event that is taking place, it is claimed that the use of language is capable of effectively conveying information. In addition to the variations in the speech community, there are

also language variations in the brands of souvenirs that are typical of South Solok. The community speaks a language that has numerous language variants, and these variants may be found in the language.

## 2. METHOD

Several different steps were required to complete this research. In the first step of the research process, which was called "the observation stage," the researcher made observations in the South Solok region concerning linguistic differences in typical South Solok souvenirs, more specifically on the brands of typical South Solok souvenirs. The next step is to get documentation regarding the data that has been gathered, and this is the second stage. The researchers obtained 20 different data items about souvenir brands that are typical of South Solok through observation and documentation. These data items include beard coffee, Andyni coffee, Farhan banana chips, Cici peyek, Angah skin crackers, Tek Mang cassava shoot jerky, Delin cassava chips, Pak Datuak coffee, peanuts tojin anak minang, Nagi sipadeh, crystal Nela taro chips, Ratih banana chips.

## 3. FINDINGS AND DISCUSSION

### 1. Based on the types of diction

Denotation and connotation are the two components that make up this section, and they are based on the different types of diction. The meaning of a word, as stated by its denotation, is the meaning that the term actually has. The following is an example of the form of denotation that is typically found on South Solok souvenir brands.

#### **Data 1:**Ratih Banana Chips

A type of snack food that consists of thin slices of fried tubers, chips are also known as crisps. Ratih is the name of the person who owns the company that makes banana chips, and bananas are a sort of fruit that are consumed frequently in the form of a snack.

#### **Data 2:**Andy's Coffee

Coffee is a sort of seed plant that is typically processed into powder and then put into powdered drinks. Coffee is a popular beverage among many different demographics and is much enjoyed.

#### **Data 3:** Angah Skin Crackers

A kind of cooking known as frying is used to prepare crackers, which are a sort of snack food. Cow skin is an ingredient that is used in cooking. The word "skin" refers to an external organ that covers the entire surface, but in this context, "skin" refers to the skin of cows. In the meantime, the male sibling of either the mother or the father is referred to as an Angah.

**Data 4: Delin Cassava Chips**

A type of snack food that consists of thin slices of fried tubers, chips are also known as crisps. Rice is a staple food that can be replaced with cassava, which is a tuber-based food that can be used as a substitute for rice.

**Data 5: Serundeng Hafqill**

Serundeng is a sort of snack that is prepared by frying shredded sweet potato until it becomes a golden color. In the meantime, the name Hafqill has been given to the proprietor's offspring, who will inherit this serundeng.

**2. Based on Context**

The connection that exists between two different linguistic elements is known as linguistic context. The context of the relationship between words and words inside a phrase or sentence, as well as the context of the interaction between phrases within a sentence or discourse, are both included in the linguistic context. In the meantime, with regard to the non-linguistic background The context that is non-linguistic refers to all conditions that exist outside of words or sentences that can be spoken about in the form of situations, culture, and conduct. An explanation of the data relating to the linguistic context and the non-linguistic context is provided in the following paragraphs.

**Data 1: Andy's Coffee**

A non-linguistic background is provided for the souvenir shop known as Andyni's coffee shop, which can be found at Sungai Lambai in the Sangir District of the South Solok Regency. This is due to the fact that the shop discusses conditions that exist outside of words or sentences.

**Data 2: Cici Peyek**

Because it discusses conditions that exist outside of words or phrases, the souvenir shop known as Cici Peyek shop, which is located in Mudik Lolo in the Sungai Pagu District of the South Solok Regency, is included in a non-linguistic context.

**Data 3: Nela Kryal**

It is considered to be part of a non-linguistic context the fact that the souvenir shop known as Krital Nela shop can be found in Muara Labuh, Sungai Pagu District, Solok Selatan Regency. This is due to the fact that the business discusses situations that exist outside of words or sentences.

**Data 4: Yanti Embroidery**

It is considered to be part of a non-linguistic context since the souvenir shop known as Yanti Embroidery shop, which can be found in Lundang in the Sungai Pagu District of the South Solok Regency, discusses circumstances that are independent of words or sentences.

**Data 5: Tojin Beans, Minang Children**

The Minang children's tojin peanut shop is featured in a non-linguistic context because it discusses conditions that exist outside of words or phrases. The shop can be found in Lundang, which is situated in the Sungai Pagu District of the Solok Selatan Regency.

**4. CONCLUSION**

The findings presented in chapter IV allow for the following conclusion to be drawn: According to South Solok sociolinguistic studies employing the first theory of diction based on meaning, there are 13 language variations in word denotations and 7 language variations in word connotations. Additionally, there are language variations in keepsakes that are typical of the South Solok region. Second, depending on the setting, there are 14 different varieties of language used in both linguistic and non-linguistic settings. Thirdly, there are only four different language variants in homonym words, four different language variations in polysemy words, four different language variations in hypernym words, and four different language variations in hyponym words. And it turns out, according to the results of study that has been done, that many people sell their items by incorporating their names in these things. This information is based on what has been discovered.

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