

COLLOQUIAL EXPRESSION USED BY VLOGGER DALE PHILIP IN THE VIDEO “STAYING IN TORAJA”

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ABSTRACT

The research is focused on the colloquial expression used by vlogger Dale Philip in the video “Staying in Toraja”. This research objective is to identify the types of colloquial expressions and the language functions used by vlogger Dale Philip in the video “Staying in Toraja”. This research used a descriptive qualitative method. The data was obtained from a video on YouTube by Dale Philip with the title video “Staying in Toraja”. The researcher used Partridge theory about five types of colloquial expressions, and used theory from Leech about five function of language to analyzing the data. The findings indicated tha the researcher found three of the five types of colloquial expressions namely: 8 clipped word (18%), 37 contractions (80%), and 1 verb-adverb combinations (2%). Language function of colloquial expressions consist of informational function, expression function, directive function, aesthetic function, and phatic function.

Key Words: colloquial expression, language, language function, sociolinguistic, vlogger

INTRODUCTION

“Language is the important necessity of human life in this world” cited by (Hidayat & Wardana, 2021). According to Keraf (2001), “language is a means of communication among members of the public in the form of sound symbols produced by human speech tools”. Language is the main tool of communication, and almost every communication occurs in a society. The functions of language include communication, expression of identity, play, imaginative expression, and release of emotions. Literary works, such as novels, poems, dramas, or films, are the result of language as raw material or basic media. In the daily life of society, language does many things. Hidayat & Wardana (2021) explains, “people use language for different purposes. They use language for communication, persuasion, information, introduction, negotiation, and for socialization”.

There are many fields of study of language, one of which is linguistics; another field of study is sociolinguistics, which investigates how language interacts with society. According to Wardhaugh & Fuller (2021) sociolinguistics is the study focused on exploring the relationship between language and society, aiming to gain a deeper understanding of language structure and how languages function in communication. According to Adi & Fadilah (2021), sociolinguistics is the study of language and its relationship with society, in other words, According to Hidayanti & Purwaningtyas (2018) by studying language and society, we can understand the various languages that exist in everyday life as well as the words used in everyday conversations. Sociolinguistics is the study of the relationship between language and society as well as how people use language in different situations. It also studies how social factors affect how people use their language. Futhermore, according to Trudgill (2000) state that sociolinguistic studies related to cultural phenomena show that the way a person speaks is influenced by the existing social context. This means that culture and social environment can influence an individual's choice of words and communication style.

In daily conversation. Of course, not only use formal language incommunicating with other people, therefore learning informal language such as colloquial language is very necessary. According to Chaer, Abdul, dan Agustina (2010) “the variety of languages is classified into several types”. Colloquial language is a type of language that is not too formal and is usually used in relaxed situations. According to Oxford (2010) colloquial refers to words and language used in conversation, typically characterized by informal speech or writing. Barzegar (2008) state that colloquial language is words or phrases that are commonly used in conversations between people, both ordinary and educated. Walter & Press (2005) stated that “colloquial is an informal word or

expression which is more suitable for using it in speech than in writing.” The colloquial English definition according McCrimmon (1968) as the following:

- Relatively short, simple sentences, often without complete grammar, and few rhetorical devices.
- Extensive use of contractions (I'll, we've, not, can't), truncated words (cab, exam, phone), and omission of relative pronouns (who, which, that) that would be used in a formal style.
- Vocabulary characterized by an overall avoidance of learned words and the use of less offensive slang terms.
- A lean grammatical structure that relies heavily on idiomatic constructions and sometimes
- Nothing intimate or familiar that attempts to give the reader the impression that he is talking to them.

Studying colloquial expressions has several important reasons, one of which is to make communication easier so it's not rigid, let alone use it in informal communication. Besides that, it also to avoid mistakes when communicating, for example when joking, if the words used are not appropriate, it can cause an awkward circumstance. The use of colloquial language is usually not too concerned about whether or not the grammar is correct or not, the most important thing is that it is easily understood by the wider community.

Partridge (1990) state that colloquialisms can be categorized into five different types, they are single words used informally in everyday conversation. Example : The word “folks” for “relatives”. The second is clipped word is the process of shortening a word, keeping its original meaning. Example : The word “burger” is clipped word for hamburger. The third is short picture words, which are short and picture words used to refer to other technical terms. The fourth is contractions, which are two words that are changed into one new word. Example : “can’t” of (can and not), the last is verb-adverb combinations consist of a verb paired with an adverb. Example : “badly damage” for “harm”, “ruin”. According to Leech (1974) language serves five functions :informational, expressive, directive, aesthetic, and phatic.

There are three previous studies researches about colloquial expression. The first one is Hidayanti & Purwaningtyas (2018). The previous study highlights a similarity in discussing colloquial language, but it differs in the specific focus of its research. In this research, the object is the video on the channel YouTube Dale Philip “Staying in Toraja”. Meanwhile, previous research shows the language style used by Balikpapan people when speaking on WhatsApp. The second is Afani (2008) entitled “A Study of Colloquial Expression in Doctor Zhivagos' Novel by Boris Pasternak”. The similarity with thisresearch is that the research objective is to find the type of colloquial expression, the difference also lies in the research object. The third is the research by Shadrah (2010) that used a descriptive-qualitative and quantitative method. Additionally, this study employs a qualitative approach. While the research objects differ between the two studies, they share a common objective: to identify the types of colloquial expressions.

In this instance, the researcher is interested in investigating colloquial expressions and aims to analyze both the types of colloquial expressions used and their linguistic functions in the content of vlogger Dale Philip in the video “Staying in Toraja”. The research choose the object because YouTube is a popular social media platform today, many public figure use colloquial expression on their Youtube channel to make their content more interesting and more people like it. The researcher chose the vlogger Dale Philip’s video “Staying in Toraja”, because the content of this video is about Dale Philip’s daily journey to visit a place and casual conversation with local people.

RESEARCH METHODOLOGY

The researcher used a qualitative descriptive approach. According to Afani (2008) stated that qualitative research is characterized by its intentional focus on describing, explaining, and interpreting the data that has been collected. Subjects' experiences and perspectives are the sources of data collected. Qualitative research was conducted because the researcher wanted to know the everyday expressions used by vlogger Dale Philip in the video "Staying in Toraja" and explain the language function of these everyday expressions. Dale Philip's vlog when staying at Wisma Toraja on Dale Philip's YouTube channel was published on May 2023 with the title “Village Homestay in Toraja, Indonesia” is the subject of this research

According to Hidayanti & Purwaningtyas (2018) qualitative research allows the researcher to portray findings as a nuanced and multifaceted representation of societal contexts. Qualitative

research explores “human experiences, perceptions, motivations, and behaviors” using a variety of approaches. It involves collecting and analyzing words in written and spoken language.

To analyze data the researchers collected data from the video vlog of Dale Philip on his Youtube channel. Then, the data will be selected and categorized according to its function. The researcher also analyzes and adds the frequency of each type of language style to find out which type of language style is dominant. The last, researchers will make conclusions from the results that have been obtained.

RESULT AND DISCUSSION

Tabel 1 The types of colloquial expressions used by vlogger Dale Philip in the video “Staying in Toraja”

No	Types	Frequency	Percentage
1	Single word	0	0%
2	Clipped word	8	18%
3	Short picturesque word for technical terms	0	0%
4	Contractions	37	80%
5	Verb-adverb combinations	1	2%
	Total	46	100%

According to Table 1, the researcher identified three out of the five types of colloquial expressions based on Partridge (1990) namely: 8 clipped word (18%), 37 contractions (80%), and 1 verb-adverb combinations (2%).

Tabel 2 The language functions of colloquial expressions used by vlogger Dale Philip in the video “Staying in Toraja”.

No	Language Functions	Frequency	Percentage
1	Informational	204	82%
2	Expressive	20	8%
3	Directive	16	6%
4	Aesthehic	0	0%
5	Phatic	9	4%
	Total	249	100%

Based on the Table 2 shows that the language functions of colloquial expressions that is widely used is informational which a percentage (82%).

In light of the outcome, the researcher discovered various kinds of colloquial expressions used by vlogger Dale Philip in the video “Staying in Toraja”. The type of colloquial expression that Dale Philip uses the most is contractions. Beside the type of colloquial expression, the researcher also found the language functions of colloquial expressions used by vlogger Dale Philip in the video “Staying in Toraja”.

The first result, the researcher found 8 clipped word(18%), 37 contractions(80%), 1 ver-adverb combinations(2%). The researchers discovered three types of colloquial expressions. The first is clipped words, for example, datum [36.27] "Then I don't have to, you know, like stop and check my phone to see if I've went past where I'm trying to go." The word “phone” is a clipped word of “telephone”. The second is the type of colloquial expression that Dale Philip uses the most is contractions. For example, datum [28.42] “And,yeah, for some reason I didn't even think there was many mosquitoes in Makassar. But I found out the hard way.” In this utterance there is a word that shows contractions, namely didn’t of (did + not). The third is verb-adverb combinations also found, for example, datum [28.15] “I was chilling out on the balcony, without any DEET on”.

The second result is about language functions of colloquial expressions used by vlogger Dale Philip in the video “Staying in Toraja”. The researcher identified four language functions of colloquial words: informational, expressive, directive, and phatic functions.

Expressions that include information functions like datum [36.27] "Then I don't have to, you know, like stop and check my phone to see if I've went past where I'm trying to go". According Leech (1974) the informational function is often regarded as the most crucial. Dale Philip used colloquial expression that show information about thing. In this case, Dale Philip provides information to his viewer regarding the things he did and found.

The second is the expressive function. Expressions that include expressive functions like datum [1.27] "The plane is a bit small".

The third is directive function, for example datum [37.06] "Let's have a wee look around this traditional Torajan village" Dale Philip uses this utterance when he is about to enter the Toraja village tour. He wants to invite the audience to follow him to see the Toraja village tour. This includes an example of a directive function, namely a sentence in the form of an invitation.

The last is a phatic function. Expressions that include phatic functions like datum [24.17] "My bro... My mother. Your mother? Ah, pleased to meet you. You're also living, living here?". Phatic function used when necessary to start, maintain or finish a conversation or communicative communication.

The previous study by Shadrah (2010) entitled "A Translation Analysis of Colloquial Expressions in The Children's Storybook Entitled The Secret Life of Ms Wiz Terence Blacker" shows that there are some similar topics that discuss everyday language. However, the topic that is different from previous studies is everyday expressions from story books as the main object. Another study done by Hidayanti & Purwaningtyas (2018) The results revealed that STMIK STIKOM Balikpapan students primarily used the informational function in their conversations or discussions within WhatsApp chat groups. In her study, she identified 15 colloquial style words out of 42 utterances containing Balikpapan's colloquial expressions. These 15 words were categorized into 6 informational functions, 3 expressive functions, 5 directive functions, and 1 phatic function. Additionally, the 15 colloquial style words involved various word formation processes: 2 multiple processes, 1 acronym, 9 borrowings, 2 blendings, and 1 clipping.

CONCLUSION

This research attempts to find out the types and the language functions of colloquial expressions used by vlogger Dale Philip in the video "Staying in Toraja". The researcher found 3 types of colloquial expressions namely clipped word, contractions, and verb-adverb combinations. And language function of colloquial expressions consist of (204) informational function, (20) expression function, (16) directive function, (0) aesthetic function, and (9) phatic function.

The types of colloquial expressions that are found is clipped word (8), contraction (37), verb-adverb combinations (1). The most commonly used is contractions, such as *didn't, I'll, they're, that's*, and etc. In the vlog, the researcher did not find a single word, verb-adverb combinations, and short picturesque words for technical terms. The language functions which is mostly used by vlogger Dale Philip in the video "Staying in Toraja" is informational function, because The video contains about Dale Philip's travels in Toraja, around and exploring tourist attractions in Toraja so that Dale Philip provides a lot of information to his YouTube viewers so that viewers can watch it.

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