

SPEECH STYLE USED BY SETO MULYADI IN ISLAMIC DA'WAH

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Abstract: Speech is a fundamental component of human communication, and it is shaped by a multitude of factors, leading to the emergence of various speech styles. Speech style is a type of communicative style that is determined by an intuitive understanding of the levels of familiarity or intimacy between individuals. These variations in speech style can be influenced by cultural, social, and situational factors, which contribute to the richness and diversity of human communication. This study aimed to explore speech style used by Seto Mulyadi Islamic da'wah in Tarawih sermon at Mosque of Gajah Mada University in 2023. Seto Mulyadi is a child psychologist and was the chairman of National Commission for Child Protection of Indonesia who tends to speak in story telling way. This research used qualitative descriptive method as foundation in conducting research. The research data consists of script of Seto Mulyadi's video speech from Youtube. The data analysis process involves four steps: data collection, data condensation, data display, and conclusion drawing or verification. Based on finding, there are frozen style, formal style, consultative style, and casual style occurred in Seto Mulyadi's utterances. Formal style is the most occurrence speech style in his speech. Furthermore, the personal background of Seto Mulyadi and the recipients of the message also influence variation of his speech style.

Keywords: Speech style, Seto Mulyadi, Islamic da'wah, communication

Abstrak: Bicara adalah komponen mendasar dari komunikasi manusia, dan dibentuk oleh banyak faktor, yang menyebabkan munculnya berbagai gaya bicara. Gaya bicara adalah jenis gaya komunikatif yang ditentukan oleh pemahaman intuitif tentang tingkat keakraban atau keintiman antar individu. Variasi gaya bicara ini dapat dipengaruhi oleh faktor budaya, sosial, dan situasional, yang berkontribusi pada kekayaan dan keragaman komunikasi manusia. Penelitian ini bertujuan untuk mengeksplorasi gaya bicara yang digunakan oleh Seto Mulyadi dalam khotbah Tarawih di Masjid Universitas Gajah Mada pada tahun 2023. Seto Mulyadi adalah seorang psikolog anak dan ketua Komisi Nasional Perlindungan Anak Indonesia yang cenderung berbicara dengan cara bercerita. Penelitian ini menggunakan metode deskriptif kualitatif sebagai landasan dalam melakukan penelitian. Data penelitian berupa naskah video pidato Seto Mulyadi yang diperoleh dari Youtube. Proses analisis data melibatkan empat langkah: pengumpulan data, kondensasi data, display data, dan penarikan kesimpulan atau verifikasi. Berdasarkan hasil penelitian, terdapat gaya beku, gaya formal, gaya konsultatif, dan gaya santai yang muncul dalam pidato Seto Mulyadi. Gaya formal merupakan gaya tutur yang paling banyak muncul dalam pidatonya. Selain itu, latar belakang pribadi Seto Mulyadi dan penerima pesan juga mempengaruhi variasi gaya bicaranya.

Kata kunci: Gayabicara, Seto Mulyadi, Dakwah Islam, Komunikasi

INTRODUCTION

Language is a fundamental tool for human communication, enabling individuals to express their thoughts, emotions, and ideas. However, the way people use language can differ significantly, depending on the context, relationship, and cultural norms. Language

manifests differently within communities due to various social factors such as social behaviour, tradition, culture, ethnicity, and social status. As a result, language exhibits variations across different locations, situations, and social groups. This point was expressed by Wardhaugh as cited in Astika, who highlights that individuals do not consistently adhere to the same linguistic rules as they continuously explore the practicality and aesthetics of language based on their personal objectives.¹ Additionally, Holmes in Astika elucidates that every language possesses distinctions in various aspects, including accents, linguistic styles, and the utilization of dialects, influenced by contextual and social factors inherent to the language itself. The variations in language can be observed in its form, vocabulary, grammar, and style.²

Style in language according to Chaika refers to the selection of linguistic structures used to convey social or aesthetic effects.³ Romaine explains that styles not only share certain linguistic characteristics in regional and social dialect divergence but also demonstrate connections with other social factors.⁴

In term of style of language, speech style plays a crucial role in effective communication, particularly in public speaking. According to Joos, speech style is a type of communicative style that is determined by an intuitive understanding of the levels of familiarity or intimacy between individuals.⁵ Based on theoretical framework of Joos, Chaer and Agustina explain five type based on levels of formality in spoken or written. They are frozen style (*ragam beku*), formal style (*ragam formal*), consultative style (*ragam usaha/semiformal*), casual style (*ragam santai*), and intimate style (*ragam akrab*).⁶ Meanwhile, speakers often exhibit different pronunciations when speaking or engaging with individuals from various social classes.⁷ When addressing a higher social class, speakers tend to use formal speech styles, whereas they adopt informal speech styles when communicating with individuals from a lower social class.⁸ In addition, Meyerhoff

¹ Surya Astika, "The Analysis of Speech Style Used in Kick Andy Talkshow," *Research in English and Education (READ)*, vol. 3, 2018.

² Astika.

³ Evi Riasari, Syarifuddin Dollah, and Kisman Salija, "An Analysis on Speech Styles Used by English Lecturers," *Celebes Journal of Language Studies* 1, no. 2 (2021): 185–97, <https://doi.org/10.51629/cjls.v1i2.61>.

⁴ Riasari, Dollah, and Salija.

⁵ Nikolas Coupland, *Style: Language Variation and Identity*, 1st ed. (Cambridge: Cambridge University Press, 2007).

⁶ Abdul Chaer and Leonie Agustina, *Sociolinguistik: Perkenalan Awal* (Jakarta: Rineka Cipta, 2010).

⁷ Janet Holmes, "An Introduction to Sociolinguistics," 2013.

⁸ Holmes.

explains that the variation of speech styles is influenced by factors such as personal background, the recipient of the message, and the social context.⁹

The research finding before is the research from Weda, et.al in 2020 entitled *The Kind of Speech Styles in Allan Plenderleith's "The Bunker (2017)" Movie*. This study was conducted to identify kinds of speech styles used in *The Bunker (2017)* and kind of speech styles mostly appeared in the main character John and his mother Margaret. In this study, a descriptive method was employed based on Martin Joos' theory. The data were collected from the movie "The Bunker" (2017). The analysis involved watching the movie extensively and striving to comprehend all the conversations that took place within it. All the subtitles in the movie were transcribed to create the movie script. The research findings indicated that the speech styles in "The Bunker" (2017) included an intimate style, a casual or informal style, a consultative style, and a formal style. The intimate style was predominantly used between the main characters, as they portrayed the relationship between a mother and her son.¹⁰

The other research finding before is *An Analysis of Speech Style used by Retno Marsudi in Press Statement at G20 Foreign Minister's Meeting*. The objectives of this research were aimed to identify the kinds of Speech Style used by Retno Marsudi in Press Statement at G20 Foreign Minister's Meeting and to identify the dominant Speech Style used by Retno Marsudi in Press Statement at G20 Foreign Minister's Meeting. This study was a descriptive qualitative design. The subject of the study was Retno Marsudi's speech. The data of this study were taken from Retno Marsudi's speech at the G20 Foreign Ministers Meeting. The researcher analysed the transcription of Retno Marsudi's utterances. The researcher used the theory suggested by Martin Joos. The researcher discovered three different speech patterns that were employed, totalling 36 items, after gathering the data from the movie. 28 things, or 78% of frozen style, 7 items, or 19%, in the formal style, and 1 item, or 3%, in the intimate style were present. The dominant speech style used by Retno Marsudi is the frozen style. However, because the

⁹ Miriam Meyerhoff, *Introducing Sociolinguistics* (New York: Routledge, 2006).

¹⁰ Sukardi Weda and Andi Elsa Fadhilah Sakti, "The Kind of Speech Styles in Allan Plenderleith's 'The Bunker (2017)' Movie," *ELS Journal on Interdisciplinary Studies in Humanities* 3, no. 3 (2020): 376–92, <https://doi.org/10.34050/elsjish.v3i3.9858>.

circumstances of the occasion are inappropriate for these styles, the Casual style and consultative style are absent.¹¹

The last research finding before is *Variations and Dynamics of The Korean Speech Styles: Case of tourism workers in Bali Indonesia*. This study uniquely explored the use of Korean by foreigners, specifically tourism workers in Bali. This research aimed to examine the diverse speech styles employed by tourism workers in various sub-domains of tourism, including markets, coffee factories, restaurants, watersports, hotels, massage or spa venues, and tours and travel. The data for this study consisted of recorded interactions between tourism workers and Korean tourists. The findings reveal four variations of Korean speech styles utilized by tourism workers in Bali, namely the formal style, polite style, intimate style, and plain style. Furthermore, it was observed that the use of Korean language by tourism workers evolved over longer durations of interaction. Additionally, shifts in speech styles were identified, such as a transition from formal speech to polite speech, a transition from polite speech to intimate speech, and a blending of different speech styles. This study sheds light on the fascinating phenomenon of language variation in the context of Korean language use among tourism workers in Bali.¹²

Even though framework of speech style has been developed in the last 56 years, analysis and discussion of speech style continue to hold a unique allure for writers. Weda, et.al in 2020 analysed kind of speech style of llan Plenderleith in *The Bunker* movie.¹³ Meanwhile, Batu, et.al in 2023 analysed speech style of Retno Marsudi in press statement at G20 Foreign Minister's Meeting.¹⁴ Furthermore, Suamba, et.al conducted interesting research which analysed variations and dynamics of the Korean speech styles of tourism workers in Bali. The three studies share a commonality in their utilization of Joos' framework of speech style.

In conducting speech style studies, researchers have the option to analyse dialogues of individuals in movies or the public speeches of well-known individuals. In this

¹¹ Afrilia Lumban Batu, Lastri Wahyuni Manurung, and Nenni Triana Sinaga, "An Analysis Of Speech Style Used By Retno Marsudi In Press Statement At G20 Foreign Minister's Meeting," *Innovative: Journal of Social Science Research* 3, no. 2 (2023): 6091–98.

¹² I M Suamba et al., "Variations and Dynamics of The Korean Speech Styles: Case of Tourism Workers in Bali Indonesia," ... *Journal of Social ...* 3, no. 1 (2021): 228–43, <https://www.growing scholar.org/journal/index.php/TIJOSSW/article/view/118>.

¹³ Weda and Fadhilah Sakti, "The Kind of Speech Styles in Allan Plenderleith's 'The Bunker (2017)' Movie."

¹⁴ Batu, Manurung, and Sinaga, "An Analysis Of Speech Style Used By Retno Marsudi In Press Statement At G20 Foreign Minister's Meeting."

study, the writer interests to explore speech style of Seto Mulyadi. Seto Mulyadi or familiarly called as Kak Seto, is a child psychologist and was the chairman of National Commission for Child Protection of Indonesia. Seto Mulyadi gained fame through his involvement in children's television programs and his dedicated efforts towards children's education.¹⁵

The researcher chooses Seto Mulyadi as the subject of the research because Seto Mulyadi has some working experience in children's television programs where he tends to speak in story telling way. The researcher focused on Seto Mulyadi Islamic da'wah in Tarawih sermon at Mosque of Gajah Mada University in 2023. The research explored speech style used by Seto Mulyadi in Islamic da'wah.

RESEARCH METHOD

This research used qualitative descriptive method as foundation in conducting research. Qualitative research centres on comprehending phenomena from the standpoint of human participants in natural settings, without adopting any hypothesis-driven approach.¹⁶ The primary objective of qualitative research is to attain a holistic and in-depth understanding of the subject matter, rather than relying on numerical data analysis.¹⁷ The research data consists of transcriptions of Seto Mulyadi's speech during the Tarawih sermon at the Mosque of Gajah Mada University. The data source is a video of Seto Mulyadi's speech from the Youtube channel of Masjid Kampus UGM, uploaded in April 2023, which was used for analysis in this study.

For this study, the researcher actively engaged in the process by watching videos from Youtube, reading transcripts, and conducting thorough analysis to gather data. The data analysis process involves four steps: data collection, data condensation, data display, and conclusion drawing/verification.¹⁸ Data collection in this research was carried out using the documentation approach, where data were acquired and documented in written form. Data condensation included selecting, focusing, classifying, and transforming the

¹⁵ "Seto Mulyadi," Stekom, 2022, https://p2k.stekom.ac.id/ensiklopedia/Seto_Mulyadi.

¹⁶ Donald Ary et al., *Introduction to Research in Education*, 8th editio (Belmont: Wadsworth, 2010).

¹⁷ Ary et al.

¹⁸ Matthew B. Miles, Michael Huberman, and Johnny Saldana, *Qualitative Data Analysis: A Method Sourcebook*, 3rd editio (London: SAGE Publications Sage India: New Delhi, India, 2014).

gathered data¹⁹. The next step, data display, involved presenting the structured and condensed information in a manner that facilitates action and decision-making.²⁰

Table 1. The Occurrence of Speech style in Seto Mulyadi's Utterances

No.	Speech Style	The Frequency of Each Style	The Percentage of Each Style
1	Frozen		
2	Formal		
3	Consultative		
4	Casual		
5	Intimate		

LITERATURE REVIEW

Speech Style

Speech style refers to a form of communicative style shaped by an instinctive comprehension of the degrees of familiarity or intimacy existing among individuals.²¹ The term of speech style was firstly introduced by Martin Joos in 1967 in the book entitled "The Five Clock".²² Chaer and Agustina explain five type of Martin Joos speech style based on levels of formality in spoken or written, they are frozen style (*ragam beku*), formal style (*ragam formal*), consultative style (*ragam usaha/semiformal*), casual style (*ragam santai*), and intimate style (*ragam akrab*).²³ Frozen style represents a form of language employed in highly formal settings and carries symbolic significance, such as in palaces, state ceremonies, courts, national constitutions, religious rituals, and various other formal occasions. Formal style is generally used in formal situations where the speaker delivers a speech without expecting immediate response or interaction from the listener, typically when there is a shared background context. Consultative style is often utilized in semi-formal communication contexts, especially in business discussions. Casual style is

¹⁹ Miles, Huberman, and Saldana.

²⁰ Miles, Huberman, and Saldana.

²¹ Nikolas Coupland, *Style: Language Variation and Identity*.

²² Nikolas Coupland.

²³ Chaer and Agustina, *Sociolinguistik: Perkenalan Awal*.

characterized by relaxed and spontaneous speech, where individuals feel most comfortable and authentic. Lastly, intimate style is a completely private form of language used by individuals with intimate relationships who share an extensive background of personal information and knowledge about each other.²⁴

Da'wah

Da'wah is an invitation and urging for others to embrace and follow the Islamic faith and sharia. However, it's crucial that one must personally hold and adhere to these beliefs and practices beforehand.²⁵ Meanwhile, Sheikh Ali Mahfuzh explains that Da'wah is an endeavor aimed at motivating individuals to engage in virtuous actions and adhere to guidance, directing them towards righteous conduct and deterring them from wrongdoing, with the ultimate goal of attaining both worldly and eternal happiness.²⁶ Da'wah comprises interconnected primary components, including the agent who conducts the da'wah, the recipient who is the intended audience, the approach employed for preaching, the content or message being conveyed, and the medium used to propagate it.²⁷

Seto Mulyadi

Seto Mulyadi, commonly known as Kak Seto, is a renowned child psychologist who formerly served as the chairman of Indonesia's National Commission for Child Protection. He achieved recognition for his contributions to children's education, particularly through his involvement in children's television programs like "Si Komo." Currently, he holds the position of a professor in the field of Psychology at Gunadarma University.²⁸

RESULTS AND DISCUSSION

In this study, the researcher found 43 sentences contained speech style from Islamic Da'wah of Seto Mulyadi video script. Based on utterances of video script, there are 4 kinds of speech style used by Seto Mulyadi, such as frozen style, formal style, consultative style, and casual style. Meanwhile, the researcher did not find any utterances classified into

²⁴ Astika, "The Analysis of Speech Style Used in Kick Andy Talkshow."

²⁵ Cindy Mafidah, "ANALYSIS OF DA' WAH MESSAGES THROUGH CONTENT ON TIKTOK ACCOUNT @ ZAHIDSAMOSIR" 4, no. 1 (2023): 13-31.

²⁶ M Ircham and U S Halimah, "STYLISTIC DA'WAH: The Study of Reprimand Verses in the Perspective of the Da'wah Method," ... : *Journal of Islamic Management* ... 1, no. 2 (2021): 62-77, <https://www.journal.walisongo.ac.id/index.php/munazzama/article/view/9898>.

²⁷ Ircham and Halimah.

²⁸ "Seto Mulyadi."

intimate style. The frequency of and the percentage of each style from Seto Mulyadi's utterances are displayed in table 2.

Table 2. Speech Style Classification of Seto Mulyadi's Utterances

No.	Speech Style	The Frequency of Each Style	The Percentage of Each Style
1	Frozen	2	5%
2	Formal	28	65%
3	Consultative	8	19%
4	Casual	5	11%
5	Intimate	0	0%

Based on the table above, frozen style occurred twice (5%) in Seto Mulyadi's utterances when he delivered opening sentences in the beginning of his speech. Most of people also use frozen style when they deliver opening sentences in formal situation. Meanwhile, there were 28 times (65%) of formal style in Seto Mulyadi's utterances. It is common that formal style is the most occurrence style because Seto Mulyadi delivered Islamic da'wah in formal situation. This is line with Holmes' statement that speakers tend to use formal speech style in formal situation or when talking with higher social class. In addition, consultative style occurred 8 times (19%) in Seto Mulyadi's utterances. Furthermore, casual style occurred 5 times (11%) in his formal speech. These two styles were used in formal situation mostly to attract hearers or addressee with 'comfort' sentences. Moreover, the background of Seto Mulyadi where he gained fame through his involvement in children's television programs also determine the use of consultative and casual style in formal situation. It is line with statement of Meyerhoff states that variation of speech styles is influenced by factors such as personal background, recipient of the message, and social context.

CONCLUSION

Based on research finding and discussion, it can be concluded that there are several speech styles occurred in Seto Mulyadi Islamic da'wah in Tarawih sermon at Mosque of Gajah Mada University. Formal style is the most occurrence speech style with percentage of 65% (28 times). Meanwhile there are consultative style, casual style and frozen style occurred in Seto Mulyadi's utterance. However, intimate style was not occurred in his speech. In Addition, personal background of Seto Mulyadi, the recipient of the message

and the social context influence the variation of speech style. The researcher hopes that future studies can explore more factors of variation of speech style in detail.

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