

Language Style used in “ Achieving Eco Tourism in Bali: Making Bali Future-Proof” Now! Bali Podcast

Ketut Widia Oktaviani, A.A.Istri Manik Warmadewi, Dewa Ayu Kadek Claria

English Department, Warmadewa University, Indonesia

e-mail: ketutwidiaoktaviani@gmail.com; manikwarmadewi@gmail.com;

clariadewaayu@gmail.com

Abstract--The title of this study is "Language Style Used in the Podcast 'Achieving Eco Tourism in Bali: Making Bali Future Proof' Now! Bali." The language styles used in the podcast are discussed in this study. The theory applied in this study is Joos' language style theory (1967). A qualitative method with a descriptive approach is employed in this study. In this process, several steps are taken, including data collection from the podcast, transcription of conversations, data analysis, and presentation of the analysis results. The data used in this study were obtained from the dialogue in the podcast "Achieving Eco Tourism in Bali: Making Bali Future Proof." Data were collected by listening to the podcast, recording relevant dialogues, and classifying the identified language styles. Based on the results of the analysis, three types of language styles were identified in the podcast, namely formal style, consultative style, and casual style. Meanwhile, frozen and intimate language styles were not found in the conversation, as the context of the discussion was considered more professional and informative. The formal language style is used to align systematic and structured information. The consultative language style is applied in interactive interactions between the host and the guest speaker, while the casual language style is found in more relaxed and informal conversations.

Keywords: *language style, ecotourism, podcast*

Abstrak--Judul penelitian ini adalah "Gaya Bahasa yang Digunakan dalam Podcast 'Achieving Eco Tourism in Bali: Making Bali Future Proof' Now! Bali." Gaya bahasa yang digunakan dalam podcast dibahas dalam penelitian ini. Teori yang digunakan dalam penelitian ini adalah teori gaya bahasa Joos (1967). Metode kualitatif dengan pendekatan deskriptif digunakan dalam penelitian ini. Dalam proses ini, beberapa langkah dilakukan, termasuk pengumpulan data dari podcast, transkripsi percakapan, analisis data, dan penyajian hasil analisis. Data yang digunakan dalam penelitian ini diperoleh dari dialog dalam podcast "Achieving Eco Tourism in Bali: Making Bali Future Proof." Data dikumpulkan dengan cara mendengarkan podcast, merekam dialog yang relevan, dan mengklasifikasikan gaya bahasa yang teridentifikasi. Berdasarkan hasil analisis, tiga jenis gaya bahasa diidentifikasi dalam podcast, yaitu gaya formal, gaya konsultatif, dan gaya kasual. Sementara itu, gaya bahasa beku dan intim tidak ditemukan dalam percakapan, karena konteks diskusi dianggap lebih profesional dan informatif. Gaya bahasa formal digunakan untuk menyelaraskan informasi yang sistematis dan terstruktur. Gaya bahasa konsultatif diterapkan dalam interaksi interaktif antara tuan rumah dan pembicara tamu, sedangkan gaya bahasa kasual ditemukan dalam percakapan yang lebih santai dan informal.

Kata kunci: *gaya bahasa, ekowisata, podcast*

1. Introduction

A person can use language style as a flexible communication tool to effectively engage with different audiences and adapt to various settings. Language style conveys a person's attitude, personality, and current circumstances. According to Velavan & Meyer (2020), human language style is influenced by situational factors. Much like choosing the right instrument for a specific song, language style enables individuals to adjust their expression based on whom they are speaking to and the context of the conversation.

The globalization of media and technological improvements have caused a change in communication for Generation Z (Rufaida, 2023). Their use of emojis, acronyms, and abbreviations indicates a more informal and imaginative communication style. English has influenced their language use, bringing foreign vocabulary and slang into Indonesian, thanks to foreign media, particularly podcasts on YouTube. In instance, over 80% of them use podcasts for relaxation, and many more use them to escape or gain a better understanding of their emotions (Goldman, 2023). This helps to support their emotional well-being.

In Indonesia, podcasts are gaining popularity, inspiring many content creators and influencers. Their engaging discussions and relaxed presentations make them appealing to audiences. Covering various topics like politics, technology, and ecotourism, podcasts are easily accessible in the digital age. Unlike radio, which requires live broadcasting on specific frequencies, podcasts are pre-recorded and can be accessed anytime and anywhere, including platforms like YouTube and other electronic media

In the entertainment industry, particularly on YouTube, understanding linguistic style is essential. According to Joos (1967), there are five language styles: frozen, formal, consultative, casual, and intimate. These styles enhance the viewing experience and provide cultural authenticity by reflecting social and cultural diversity through speech patterns.

There are several research that discussed about language style and providing insights from various media sources. First, a study focused on the language style in the film as a data source. It was found that consultative language style appears most often with a percentage of 26%, followed by casual (25%) and formal (21%) styles, frozen and intimate language styles were recorded at 14% each (Larasati & Simatupang, 2022: 13727). This study also identified six language functions that appear in the film, with emotive, referential, and phatic functions as the most dominant functions. Joos' theory (1967) is used to analyze language style, while Roman Jakobson's theory (1980) is used to identify language functions. Furthermore, a separate study conducted at SMP N 1 Juwiring. Noviyanti (2022) mentioned that English teachers use three types of language styles when interacting with eighth grade students: formal, consultative, and casual. Among all, casual language style is the most frequently observed. In addition, four factors were found to influence teachers' language style: participants, topics, settings, and functions. The participant factor was the most significant, highlighting that teacher communication is adjusted to the lower level of student proficiency. Next, research that focuses on language style in Youtube as its data source. Br Sitepu et al. (2023) stated the results of 64 formal language styles, 42 casual language styles, and 4 intimate language styles from 117 sentences spoken by speakers in selected videos. The most dominant language style found in this study was formal language style. Finally, research that uses films as its data source. The findings showed that most of the characters used the five types of language style theory established by Martin Joos (1976): consultative style (10 data), frozen style (9 data), formal style

(18 data), casual style (29 data), and intimate style (6 data) (Lauterboom & Nuraeni, 2024).

Although previous studies have provided valuable insights into language styles in mass communication media such as films and social media, there is limited exploration of language styles specifically in podcasts, particularly in the context of ecotourism. Podcasts are a unique medium characterized by their conversational tone, which allows for a different style of interaction than other forms of media. This difference suggests that language styles in podcasts may reflect a more personal and engaging approach to communication, potentially influencing how audiences perceive and understand topics such as ecotourism.

Therefore, this study aims to fill this gap by analyzing the types of language styles in the podcast “Achieving Eco Tourism In Bali: Making Bali Future-Proof” in the context of ecotourism. The aim is to identify the language styles used in YouTube podcasts and analyze how these styles convey messages, shape public perceptions, and influence audiences’ understanding of ecotourism in Bali. Although the data sources used in this study are similar to previous studies, the focus on podcasts is a novel approach that highlights the importance of language styles in a medium that has not been thoroughly investigated.

2. Method

Research methodology is not just a tool, but a foundation that provides a structured framework for the research process. In the context of this research, the selection of qualitative methods is a strong foundation for gaining an in-depth understanding of the language style in the Achieving Eco Tourism In Bali: Making Bali Future-Proof podcast dialogue. Based on the explanation of Oranga & Matere (2023), unlike quantitative research (which relies on measurable or numerical data), qualitative research collects non-numerical data about how people live, think, and respond to various situations.

In qualitative methods, observation is one of the oldest and most basic research approaches. This research will use a qualitative method which is divided into three parts: data sources, data collection, and data analysis. Data collection will be carried out using the non-participant observation method.

The data for this study is the dialogue in the Achieving Eco Tourism In Bali: Making Bali Future-Proof podcast which contains various types of language styles. This research involves several stages in the data collection process. Here is a revision of the previous sentence to better suit the content of the paragraph you provided:

The first stage in this study was to watch the Achieving Eco Tourism in Bali: Making Bali Future Proof podcast on YouTube repeatedly to gain a deep understanding of the language style used. Next, a transcription of the dialogue or sentences containing elements of language style was carried out. After that, the dialogue and conversation between speakers were analyzed to identify the type of language style used based on Joos's (1967) language style theory. The final step was to classify the dialogue based on five types of language style, namely frozen, formal, consultative, casual, and intimate.

In this study, an attempt will be made to briefly analyze the selected and collected data. The data obtained will be reviewed based on the theory used. After the data is collected, it will be analyzed and classified according to the research problem by applying Joos's theory. The data analysis process can be divided into two steps. First, the collected data will be classified according to the type of language style based on Joos's theory. Second, the data will be explained descriptively based on Joos's theory. Finally, all research data are presented using informal methods, providing an explanation of the types of language styles found in the podcast “Achieving Eco Tourism in Bali: Making Bali Future-Proof”.

3. Discussion

Findings and Discussion

The discussion in “Achieving Eco Tourism in Bali: Making Bali Future-Proof” NOW Bali podcast! presents various language styles that can be studied through the perspective of Joos’ language style theory. Joos distinguishes five language styles, each of which is distinguished by the level of formality and interaction of certain speakers: frozen, formal, consultative, informal, and intimate. The following are findings regarding the types of language style use that have been explained. The conversation reflects these styles as follows:

Formal Style

In formal communication, such speeches, presentations, or scholarly discussions, the formal style is employed. The audience does not provide immediate response in this one-way manner, according to Joos’ theory. Standard word selections, a serious tone, and the utilization of whole sentence patterns are some of its traits. Since delivering information objectively and in an orderly fashion is the primary objective, there is no personal connection between the speaker and the audience. Examples of formal language style include the following:

Data (1)

Eddie Spears: Today, I have the **pleasure** of interviewing **two very special people** from **Ecotourism Bali**.

[*Eddie Spears*, 00:00:08].

The sentence spoken by Eddie Spears at the beginning of the podcast episode, where Eddie Spears opens the show by formally greeting the audience and introducing the guest who will be interviewed. Eddie greets the listeners and provides an overview of the discussion topic and the special guest invited, creating a formal yet friendly atmosphere. Eddie states that he will be interviewing two sources from Ecotourism Bali. In Eddie Spears' sentence, "Today, I have the pleasure

of interviewing two very special people from Ecotourism Bali," reflects a formal style of language. The phrase "I have the pleasure of interviewing" shows the use of complete and polite grammar, with the word "pleasure" highlighting the positive attitude and appreciation for the interview opportunity. The mention of "two very special people" gives the impression of respect to the source, using the word "special" which is more formal than the casual alternative. Finally, "from Ecotourism Bali" reflects the mention of the institution's full name, which adds to the impression of professionalism. This sentence creates a formal yet friendly atmosphere in the context of the interview.

Data (2)

Eddie Spears : Ecotourism Bali is a **social impact business** that **builds communities** for sustainable tourism through **sustainable verification** for accommodation businesses and restaurants.

[*Eddie Spears*, 00:00:13].

This sentence is spoken by Eddie Spears in a podcast episode. Eddie is introducing Ecotourism Bali to listeners as part of an interview with a representative of the organization. This is part of an informative and professional opening, where Eddie explains the organization being discussed, including their mission and goals. In Eddie's sentence "Ecotourism Bali is a social impact business that builds communities for sustainable tourism through sustainable verification for accommodation businesses and restaurants" is formal because it uses professional, structured, and objective language. Terms such as “social impact business,” “builds communities,” and “sustainable verification” reflect formal style because their use of language is characteristic of formal style often used in professional, academic, or institutional

contexts. These terms are technical and specific, such as “social impact business,” which refers to the concept of a business with measurable social impact, and “sustainable verification,” which refers to a professional sustainability assessment process. These terms avoid colloquialisms and instead convey a serious and weighty tone, appropriate to the context of discussions about ecotourism. In addition, phrases such as “builds communities” demonstrate clarity of purpose in conveying the main message, which is to create a positive impact on society, which reflects a focused and professional delivery of meaning.

Consultative Style

The consultative style is often employed in semi-formal communication that includes questions, clarification, or discussion between the speaker and the listener; examples of this type of communication include classroom discussions or conversations between consultants and clients. The consultative style allows for a more relaxed two-way exchange than formal style and tends to use more informal language while maintaining politeness and clear structure. Here are some examples of consultative style:

Data (1)

Eddie Spears : When you have to create sort of

business changes, it does have to be at a higher, higher level, **right?**

Amy : So true. So, yeah, um, we tried

so many things, so many

strategies, uh, but the mission is to get more people on board with

our mission that we are at the same team for, for this, for Bali.

[Eddie Spears, 00:24:46].

In this conversation, Eddie Spears and Amy are discussing the challenges of implementing changes to support ecotourism in Bali. Eddie suggests that business change must start at a higher level. Eddie begins with “When you have to create sort of business changes,” which shows flexibility and allows for discussion. The rhetorical question “right?” invites Amy’s response, creating a dialogue. Amy responds with “So true. So, yeah, uh, we tried so many things, so many strategies,” which shows agreement and invites further discussion. The phrase “to get more people on board with our mission” emphasizes the importance of participation, while “we are on the same team for, for this, for Bali” shows shared commitment. Overall, this style is effective for building understanding and collaboration, key in a professional business environment.

Data (2)

Eddie Spears : What, what, what would be some examples of social benefits or community initiatives?

Amy : So there are, uh, from the 30,

there are three criteria focused on that the social impact. **One is the local purchasing.** So if you want to connect it with climate change, it is also possible because, **let’s say,** uh, one of your supplies is still outside Bali.

[Eddie Spears, 00:29:34].

This conversation takes place in a podcast discussing sustainability and social initiatives in Balinese ecotourism. Eddie Spears asks Amy to dig into examples of social benefits or community

initiatives related to sustainability, ensuring that the audience understands that sustainability encompasses social and cultural aspects, not just the environment. Eddie asks the question repeatedly, “What, what, what would be some examples of social benefits or community initiatives?” to get a detailed answer, demonstrating the urgency and two-way engagement typical of a consultative style. Amy responds with “So there are, uh, from the 30, there are three criteria focused on that—the social impact,” using “uh” as a filler word to create a relaxed yet professional tone. She also provides structured information, such as “One is the local purchasing,” and provides hypothetical examples with “let’s say,” which makes it easier for the listener to understand. All of these elements reflect a consultative style, which focuses on two-way communication and shared understanding in a professional context.

Data (3)

Eddie Spears : Problems, like, it’s very direct,

right? Um, what would you say are Bali’s main problems at the moment that need to be addressed more urgently?

Susi : Um, **I think the first thing it has to be waste** because we see it every day, **right?** Everywhere we go, and, and it’s **in the Instagram, it’s everywhere.** So, I think one of the biggest, um, tasks would be waste management, especially plastic, because plastic is made on

fossil fuels. **Most people don’t really associate plastic with fossil fuels and climate change,** but they’re actually.

[*Eddie Spears*, 00:17:30].

The conversation took place in the context of a discussion about the environmental challenges facing Bali, specifically the issue of plastic waste and its management. Eddie Spears asked to elicit views on the main issues that need to be addressed urgently in Bali, a question that aimed to gain a deeper understanding of the issues that are relevant and important in the region. Eddie asked the question “What would you say are Bali’s main problems at the moment that need to be addressed more urgently?” which gave Susi space to explain the issues in more depth, demonstrating a consultative style that facilitates two-way discussion. Susi responded with “I think the first thing it has to be waste” and used the filler word “um” and the phrase “right?” to create a more relaxed and inclusive atmosphere. Repetition of words such as “it’s everywhere” and “in the Instagram” emphasized the importance of the waste issue, while the phrase “Most people don’t really associate plastic with fossil fuels and climate change” aimed to broaden understanding, reflecting a consultative style that encouraged further discussion.

Casual Style

Casual style is used in everyday conversation among close friends or family. Based on Joos’ theory, this style does not require formal structure and often uses everyday language, idioms, or slang. Casual style reflects a close personal relationship between the speaker and the listener, so it is not

bound by rigid language rules. Here are examples of Casual style:

Data (1)

Susi : Maybe Ami goes. She's see many people.

Eddie Spears : She's converted. She's on a missionary.

Ami : Yeah, I know. I'm knocking on the doors like, "Hey, I'm have..."

[*Susi*, 00:14:44].

This conversation took place in the context of a discussion about the importance of collective responsibility for environmental sustainability in Bali. Susi highlighted the need for shared awareness among stakeholders in Bali to work together to achieve sustainability goals. Eddie then asked about how to convince businesses to participate in this collective responsibility, while Susi and Ami shared their experiences in spreading this awareness. The conversational passages from Susi: "Maybe Ami goes. She's see many people." reflects a relaxed style. Phrases such as "She's see many people" and "She's converted. She's on a missionary" use casual, non-stuffy language. Eddie uses humor when referring to Ami as a "missionary," which adds to the lighthearted atmosphere of the discussion. Interactions such as "Yeah, I know. I'm knocking on the doors like, 'Hey, I'm have...'" demonstrate the spontaneity and relaxed atmosphere common in a casual style. The conversation plays out like a friendly chat, despite the serious topics, reflecting the close relationship between the participants.

Data (2)

Eddie Spears : I find it so funny. I mean, people have been coming to Bali for

years, **and so many people don't know** that there's a national park in the west.

Amy : **Exactly.**

[*Eddie Spears*, 00:45:11].

This conversation takes place in the context of a discussion about tourism potential in Bali. The speakers discuss the uniqueness of each district in Bali, including cultural diversity and natural attractions. Eddie Spears expresses his surprise that although Bali has long been a popular tourist destination, many people are unaware of the existence of West Bali National Park, which he considers one of his favorite destinations. Amy responds with simple agreement. In this conversation, casual style is evident in the use of words and phrases that reflect a relaxed atmosphere, simple structures, and typical everyday expressions. Eddie Spears' sentence, "I find it so funny," demonstrates casual style through the phrase "so funny" which is subjective and informal, emphasizing a spontaneous feeling. The phrase "I mean" is used as a filler word, reflecting spontaneity and natural delivery. The sentence "and so many people don't know" reinforces casual style by using "so many" to describe a large number without formality. Amy's response, "Exactly," is a short and direct response that confirms agreement without elaboration, adding to the impression of familiarity.

4. Conclusion

Based on the research analysis, three types of language styles were found in the Achieving Eco Tourism in Bali: Making Bali Future Proof podcast, namely formal, consultative, and casual language styles. Formal language style is used to convey information systematically and structured, while consultative language style appears in interactions between the host and the resource person which are semi-formal. Meanwhile, casual

language style is found in more relaxed and natural conversations. In contrast, frozen language style and intimate language style are not found in this podcast because the nature of the conversation is more professional and informative. The results of this study indicate that variations in language style in podcasts play an important role in conveying messages, shaping public perception, and influencing audience understanding of ecotourism in Bali. In addition, this study highlights the importance of choosing a language style in digital media, especially podcasts, as an effective means of communication in educating the public about environmental and sustainability issues.

References

- Br Sitepu, E. F., Zahara, A., Cahyani Putri, A. A., & Rangkuti, R. (2023). the Analysis of Language Style Used in Merry Riana'S Youtube Channel on the Playlist 'Spoken Word.' *Bahtera: Jurnal Pendidikan Bahasa Dan Sastra*, 22(2), 137–153. <https://doi.org/10.21009/bahtera.222.02>
- Goldman, J. (2023). *Gen Z loves podcasts—and considers them far less toxic than social media*. EMARKETER. <https://www.emarketer.com/content/gen-z-loves-podcasts-and-considers-them-far-less-toxic-than-social-media>
- Joos, M. (1967). *The Five Clocks* (second edi). Horcourt Brace Jovanovich.
- Larasati, O. V., & Simatupang, E. C. (2022). Language Styles in the Movie Luca (2021): Sociolinguistics Study. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 13721–13727. <https://doi.org/10.33258/birci.v5i2.5233>
- Lauterboom, C. S., & Nuraeni, C. (2024). Exploring Language style in the Menu Movie: A Comrehension study. *Professional Journal of English Education*, 7(1), 201.
- Noviyanti, I. (2022). *LANGUAGE STYLE USED BY ENGLISH TEACHERS IN EIGHTH GRADE AT SMP N 1 JUWIRING THESIS Submitted as A Partial Requirement for the Degree of Sarjana ENGLISH LANGUAGE EDUCATION STUDY PROGRAM FACULTY OF CULTURES AND LANGUAGES*.
- Oranga, J., & Matere, A. (2023). Qualitative Research: Essence, Types and Advantages. *OALib*, 10(12), 1–9. <https://doi.org/10.4236/oalib.1111001>
- Rufaida, B. S. (2023). Pengaruh Gaya Bahasa Generasi Z dalam Berbahasa Indonesia di Era Globalisasi. *Translation and Linguistics (Transling)*, 3(3), 169–181. <https://jurnal.uns.ac.id/transling>
- Velavan, T. P., & Meyer, C. G. (2020). *The COVID-19 epidemic. In Tropical Medicine and International Health*. 25(3), 278–280.