

INTISARI

Maghfiroh, Siti. (2026). *Tuturan dalam Talkshow Mata Najwa Episode “Kuliah, Kerja, dan Kenyataan”*: Kajian Variasi Bahasa Model Martin Joos. Skripsi (S-1) Fakultas Ilmu Budaya, Universitas Diponegoro, Semarang. Dosen Pembimbing: Drs. Suharyo, M. Hum.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan Variasi Bahasa Tingkat Keformalan Model Martin Joos. Penelitian ini bertujuan untuk mendeskripsikan variasi bahasa berdasarkan tingkat keformalan menurut teori Martin Joos serta fungsi variasi bahasa yang ditemukan dalam *talkshow* Mata Najwa episode ‘Kuliah, Kerja, dan Kenyataan’. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode simak dan teknik simak bebas libat cakap serta teknik catat dalam pengumpulan data. Objek penelitian berupa tuturan para pengisi acara pada episode tersebut yang kemudian diklasifikasikan berdasarkan lima gaya tutur variasi bahasa berdasarkan teori Martin Joos dan empat fungsi variasi bahasa berdasarkan teori Fishman. Metode analisis data menggunakan metode padan, yakni digunakan untuk mengkaji satuan *lingual* yang terkait dengan konteks data. Metode penyajian hasil analisis data menggunakan metode informal yang disajikan dalam bentuk deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa ditemukan lima ragam bahasa menurut Martin Joos dalam *talkshow* Mata Najwa episode “Kuliah, Kerja, dan Kenyataan”, dengan ragam santai (*casual style*), ragam usaha (*consultative style*), dan ragam akrab (*intimate style*) sebagai ragam yang paling dominan digunakan. Sementara itu, ragam resmi (*formal style*) dan ragam beku (*frozen style*) muncul dalam jumlah yang lebih sedikit. Selain itu, ditemukan empat fungsi bahasa menurut Joshua A. Fishman, yaitu fungsi referensial, direktif, fatik, dan emotif. Fungsi referensial menjadi fungsi yang paling dominan. Temuan ini menunjukkan bahwa variasi bahasa dan fungsi bahasa berperan dalam menciptakan komunikasi yang informatif, interaktif, dan mudah dipahami oleh audiens.

Kata kunci: sosiolinguistik, variasi bahasa, tingkat keformalan, fungsi variasi bahasa, Martin Joos, Joshua A. Fishman, Mata Najwa

ABSTRACT

Maghfiroh, Siti. (2026). Speech in the Mata Najwa Talkshow Episode "College, Work, and Reality": A Study of Language Variation Using the Martin Joos Model. Thesis (S-1) Faculty of Cultural Sciences, Diponegoro University, Semarang. Supervisor: Drs. Suharyo, M. Hum.

This research is a qualitative study using the Martin Joos Model of Language Variation in Formality. This study aims to describe language variation based on the level of formality according to Martin Joos' theory and the functions of language variation found in the Mata Najwa talkshow episode "College, Work, and Reality." This study uses a qualitative descriptive approach with the listening method and the free listening technique, as well as note-taking techniques in data collection. The research object is the speech of the presenters in the episode, which is then classified based on five speech styles of language variation based on Martin Joos' theory and four functions of language variation based on Fishman's theory. The data analysis method uses the matching method, which is used to examine linguistic units related to the context of the data. The data analysis results were presented using informal methods, presented in a qualitative descriptive format.

The results of the study indicate that all five language varieties proposed by Martin Joos were found in the Mata Najwa talk show episode "Kuliah, Kerja, dan Kenyataan", with casual style, consultative style, and intimate style being the most dominant varieties used. Meanwhile, formal style and frozen style appeared less frequently. In addition, four language functions based on Joshua A. Fishman's theory were identified, namely referential, directive, phatic, and emotive functions. The referential function was found to be the most dominant. These findings indicate that language varieties and language functions play an important role in creating communication that is informative, interactive, and easily understood by the audience.

Keywords: *sociolinguistics, language variation, level of formality, functions of language variation, Martin Joos, Joshua A. Fishman, Mata Najwa*