THE LANGUAGE STYLES USED BY TIKTOK'S CEO DURING HIS CONGRESSIONAL HEARINGS: A CONTENT ANALYSIS

THESIS

Submitted By:

Ahmaddastur

NIM. 200203095

Student of *Faculty of Education and Teacher Training*

Department of English Language Education

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by:

Ahmaddastur

200203095

Student of Fakultas Tarbiyah dan Keguruan

Department of English Language Education

Approved by:

Supervisor,

Rahmi Fhonna, M.A .

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Member,

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Member,

Prof. Dr. phil. Saiful Akmal, M.A.

Certified by:
The Dean of *Fakultas Tarbiyah dan Keguruan*
Universitas Islam Negeri Ar-Raniry Banda Aceh

Prof. Saiful Mulok, S.Ag., M.A., M.Ed., Ph.D
NIP. 197303102199703310003

DECLARATION OF ORIGINALITY

Saya yang bertanda tangan di bawah ini:

Nama : Ahmaddastur

NIM : 200203095

Tempat/tanggal lahir : Lhoksukon, 09 Desember 2002

Alamat : Blang Miroe, Bandar Dua, Pidie Jaya

Menyatakan dengan sesungguhnya bahwa skripsi yang berjudul:

THE LANGUAGE STYLES USED BY TIKTOK'S CEO DURING HIS

CONGRESSIONAL HEARINGS: A CONTENT – ANALYSIS

Adalah benar-benar karya saya, **kecuali semua kutipan dan referensi yang disebutkan sumbernya**. Apabila kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggung jawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

Banda Aceh, 12 Agustus 2024

Saya yang membuat surat pernyataan

Ahmaddastur

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The researcher

Ahmaddastur

ABSTRACT

Name   : Ahmaddastur

Reg. No.   : 200203095

Faculty   : *Fakultas Tarbiyah dan Keguruan*

Major   : Department of English Language Education

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This research examines the language styles used by Shou Zi Chew in the video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app." The aim is to identify the different language styles Chew uses and determine the second most dominant style, aside from the formal style, based on Joos' theory. Using qualitative content analysis, the study finds that Chew uses five language styles: formal, consultative, casual, intimate, and frozen. The video contains 70 examples of these styles. The results show that the formal style is the most dominant with 24 terms used (34.29%), followed by the consultative style with 22 instances (31.43%), casual style with 12 cases (17.14%), intimate style happened 7 times (10%), and frozen style occurred 5 times (7.14%). Thus, the research concludes that the consultative language style is the second most frequent type used by Shou Zi Chew in this context.

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CHAPTER I
INTRODUCTION

The first chapter of the study encompasses the researcher's presentation of the research's introduction. This chapter is structured into six distinct sections, including the background, research problem, research objectives, research significance, research scope, terminologies.

A. Background

Social media has become a fundamental aspect of daily life globally. Platforms like Facebook, Instagram, TikTok, and YouTube have revolutionized how we communicate, share information, and consume content. According to data released by HootSuite and *We Are Social* in January 2021, the number of internet users worldwide reached 4.66 billion, highlighting social media's powerful role in influencing various aspects of life, including politics, business, and culture. Social media facilitates the rapid and widespread distribution of information, significantly impacting public opinion and social behaviour (Wani, Bhat, Vishnoi, Praveen, Simon, & Hephzibah, 2024).

YouTube, as one of the leading platforms, plays a crucial role in online video consumption. With over 2 billion monthly active users, YouTube offers diverse content ranging from entertainment to educational materials and news. Public figures and global leaders also use the platform to communicate directly with an international audience. YouTube videos often serve as primary sources of information for the public, providing access to interviews, speeches, and official

statements from various prominent individuals. This underscores YouTube's importance as a major medium for information dissemination and public opinion formation.

The language style in public communication is vital. Language style encompasses word choice and delivery method, reflecting the speaker's social status, intentions, and attitudes. Language style not only reflects the speaker's social identity but also influences how the audience perceives and understands the message (Kotenko, ÐKosharna, Chepurna, Trebyk, & Bakhov, 2023). In formal settings like congressional hearings, appropriate language style is essential for conveying messages effectively and building credibility. The right language style helps speakers present their arguments clearly and persuasively, creating a positive impression among the audience.

Shou Zi Chew, CEO of TikTok, recently faced scrutiny regarding user privacy and data security issues. TikTok, as the fastest-growing platform, often comes under intense scrutiny (Wahid, Karjaluoto, Taiminen, & Asiati, 2023). especially from the US government. During a congressional hearing in March 2023, Shou Zi Chew faced challenging questions about user data security and the platform's relationship with the Chinese government. This hearing attracted significant media and public attention, providing Shou Zi Chew an opportunity to demonstrate his communication skills under considerable pressure.

This study analyzed the language style used by Shou Zi Chew during that congressional hearing, whose video has been uploaded on YouTube. This content

analysis aims to understand how Shou Zi Chew's language style influences public perception and Congressional members' views on TikTok. The study provides insights into how a tech company leader communicates in high-pressure situations and how language style can be used to build convincing arguments and maintain a company's reputation amidst strict scrutiny.

This research is relevant not only for understanding a leader's communication style in a formal context but also for contributing to studies on how social media and video platforms like YouTube shape public and political perceptions globally. The study focuses on Shou Zi Chew's language style during a congressional hearing, a formal and high-pressure scenario. Most previous research has focused on more casual communication on social media, while this study delves into the use of language style in an official setting with significant implications for corporate reputation and public perception.

Focusing on Shou Zi Chew and TikTok adds a new dimension to the study of language style and social media. TikTok is a relatively new platform and has been at the center of controversies related to data privacy and national security, particularly in the United States (Bach et al., 2023). This research explores how Shou Zi Chew uses language style to defend the company under strict scrutiny and provides insights into how communication on social media can influence political views and public policies towards emerging tech companies.

This research is crucial as it significantly contributes to the understanding of communication in the digital era, especially in contexts involving key figures and formal situations. With the growing role of social media in daily life and increasing scrutiny of tech companies, understanding how language style is used to influence public perception and build corporate reputation is highly relevant (Huertas-Tato, Martín, & Camacho, 2024). This study also has the potential to pave the way for further research on strategic communication in the digital age.

B. Research Question

Based on the background and previous research, researchers also want to know in more detail about:

1. What types of Language style are used by shou zi chew as reflected in the video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app" based on Joos' theory?

2. What is the dominant language style used by Shou Zi Chew in addition to formal language style in the video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app" based on Joos' theory?

C. Research Aim

The aforementioned inquiries contribute to the attainment of the study's objectives in the following ways:

1. To analyze what types of language styles are used by Shou Zi Chew as reflected in the video titled "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app" based on Joos' theory.

2. To identify the dominant language style used by Shou Zi Chew besides the formal language style in the video titled "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app" based on Joos' theory.

D. Significance of Study

By conducting this research, the researcher provides a deeper understanding to the readers regarding the influence of various factors on an individual's speaking style.

1. From a theoretical perspective, the researcher aims for this research to serve as a valuable reference for students interested in studying or conducting research on speaking styles. Similarly, the researcher endeavors to make the findings of this research a valuable resource for educators, introducing new elements into the classroom teaching context. Furthermore, the researcher aspires for this research to make a significant contribution to the field of language study, particularly in the discipline of sociolinguistics.

2. In terms of practical application, it is hoped that this research will serve as a useful reference for readers in expanding their understanding of speaking styles. With this understanding, readers are expected to comprehend and apply speaking styles employed by individuals such as Shou Zi Chew in their speeches, as well as adopt his methods of delivering speeches, his viewpoints, and his ideas.

E. Scope of Research

The researcher's attention is solely on identifying the sorts of Language style employed by Shou Zi Chew in the video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app". This analysis is conducted using Martin Joos's hypothesis, According to Joos (1976) language has five styles. He recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style.

F. Terminologies

1. Language styles

Language styles refer to the different styles or types of language used in written or spoken communication. These language styles include the use of different words, sentence structures, and tones, depending on the context and purpose of communication.

2. TikTok's CEO

CEO stands for Chief Executive Officer. The CEO is the top position in a company or organization responsible for managing day-to-day operations and making strategic decisions. The CEO is usually elected by the company's board of directors and has a huge responsibility in steering the company towards achieving its business goals. TikTok's current CEO is Shou Zi Chew. He is the global CEO of TikTok since May 2021. Before serving as TikTok's CEO, Shou Zi Chew also has experience in leading technology companies such as Xiaomi and ByteDance, TikTok's parent company.

3. Congressional Hearings

Congressional hearings are sessions in which members of the United States Congress (Senate and House of Representatives) call upon and question relevant individuals or parties in order to investigate specific issues or evaluate policies. TikTok CEO Shou Zi Chew was invited to testify or answer questions regarding data privacy policies, platform security, or other issues relevant to TikTok's operations in the United States.

4. Content Analysis

Content analysis is a research method used to analyze the content of text, audio, visual, or other communication data systematically and objectively. The main purpose of content analysis is to identify certain patterns, themes, or characteristics in the content under study. This method is often used in various disciplines, including communication science, political science, sociology, psychology, and others.

5. Martin Joos Theory

Martin Joos theory is a linguistic theory developed by German linguist Martin Joos. It focuses on analyzing the various language styles used in various communication situations. Joos identified five main styles in spoken communication, namely: casual style, consultative style, formal style, frozen style, intimate style.

CHAPTER II
LITERATURE REVIEW

This chapter is presented to review some relevant literatures dealing with the focus of this study. It includes several concerns that later on help guide the process of this study.

A. Sociolinguistics

Wardaugh (2006) argues that sociolinguistics aims to investigate the relationship between language and society with the primary goal of gaining a better understanding of language structure and how language functions in communication. In other words, the purpose of sociolinguistics is to delve into language structure and comprehend the role of language in the context of communication.

Fishman (1972) defines sociolinguistics as the study of the features of language varieties, their functions, and the characteristics of their speakers, as these three elements continuously interact, influence, and transform one another within a speech community. Then, Spolsky (1998) defines sociolinguistics as the discipline that examines the relationship between language and society, specifically focusing on how language usage correlates with the social structures in which language users exist.

Sociolinguistics, as defined above, pertains to the examination of the interrelation between language and society, encompassing the analysis of language usage within many social contexts. This study examines the variations in

language usage among diverse groups and analyzes its multifaceted functions in communication, contingent upon the social environment and situational factors.

B. Sociology of Knowledge

The subject of sociology is society, making it a social science. As sociology satisfies every need for scientific validity, it can be considered a stand-alone science. Sociology is rational, objective, methodical, trustworthy, planned, empirical, theoretical, cumulative, and non-ethnical, which are the components of science in sociology (Abas, Amalia, Malik, Aziz, & Salam, 2023).

Being logical means sociology adheres to a logical framework and strictly follows the rules of logic when deriving conclusions. To maintain objectivity, sociology must be based on facts and data, avoiding any form of data manipulation (Turner, 2022). It should be systematic, meaning it is organized according to scientific principles in a methodical way. To be considered reliable, sociology must produce repeatable results that are consistent in controlled settings. Being planned or created suggests that sociology is carefully considered before any study is conducted. Given its cumulative nature, sociology is a discipline that evolves to address emerging needs and desires (Auspurg & Brüderl, 2022).

Being empirical implies that sociology's conclusions are not theoretical and are instead grounded in world observation and common sense. Because sociology is theoretical, it constantly aims to create abstractions from the findings of its research. Being cumulative implies that sociology is developed by

enhancing, extending, and perfecting pre-existing theories. Being non-ethnical study means that the focus of sociology is on providing an analytical explanation of the facts, rather than evaluating their morality (Bryman, 2016).

C. Language style

According to Keraf (2007), language style is the manner of using language. From these statements, we can conclude that language style is the method used by an individual to convey ideas or messages. The message or idea will be easier to understand if we are familiar with the context and language style used by the speaker or writer. Language style refers to the variation in language where speakers select specific linguistic forms over others that share the same meaning (Holmes, 1992).

According to Pryor (2024) language style refers to the linguistic choices made by a speaker, encompassing aspects such as vocabulary, pitch, intonation, and grammar. Joos (1976) defines language style as the linguistic form employed by a speaker, noting its susceptibility to social influences. The variation in language style between individuals arises from disparities in status, gender, age, social distance, and occupation, as emphasized by Joos.

The variation in linguistic styles among individuals often reflects differences in social status, gender, age, social distance, and occupation. Individuals with higher social status, such as managers or executives, tend to use language that is more formal, complex, and often more structured. In contrast,

those in lower social positions may employ simpler and more informal language, aligning themselves with norms of lower-tier communication.

Gender plays a significant role in language style variation as well. For instance, men are inclined to use language that is more direct and less emotive, frequently focusing on clear and efficient communication objectives. Conversely, women may often utilize language that is more polite and empathetic, with a tendency to use words that strengthen interpersonal relationships and maintain social harmony (Irwandi, Fajri, & Albert, 2024).

Age also influences an individual's linguistic style. Older individuals generally use language that is more formal and traditional, whereas younger generations tend to use language that is more innovative and influenced by technology and popular culture. Furthermore, differences in life experiences and educational levels can impact vocabulary and the way messages are conveyed (Hlazova, Akulshyna, Shkvorchenko, Hromovenko, & Orenchak, 2024).

Social distance, or the level of closeness between individuals, significantly affects linguistic style as well. In contexts of more intimate or close interactions, such as between friends or family, the language used tends to be more informal and filled with slang or everyday expressions (Pangaribuan & Marpaung, 2024). Conversely, in more formal or professional contexts, the language used will be more polite and structured, to maintain respect and professionalism (Brown & Hübscher, 2022).

Finally, one's occupation or profession greatly influences linguistic style. Jobs in fields such as law require the use of highly formal and specific language, with many technical and legal terms. In contrast, professions in creative fields like the arts or advertising may encourage the use of freer, more expressive, and innovative language. Therefore, this variation in linguistic styles reflects the complexity and diversity of human experiences, influenced by a range of social and cultural factors (Hlazova, Akulshyna, Shkvorchenko, Hromovenko, & Orenchak, 2024).

According to the aforementioned description, language style refers to the manner in which individuals communicate verbally during interpersonal interactions. This form of communication is influenced by various social characteristics, including but not limited to status, gender, age, social distance, and vocation. (Ningsih, 2023).

D. Five Style of Language by Joos

Martin Joos's theory was chosen by the researcher because his approach to analyzing variations in language styles is highly relevant to the context of formal and informal communication that occurs in specific situations like congressional hearings. In his work "The Five Clocks" (1967), Martin Joos identified five types of language styles: frozen, formal, consultative, casual, and intimate. This theory provides a comprehensive framework for understanding how the use of language styles can vary according to social context, communicative purpose, and different audiences.

The research focuses on how the CEO of TikTok used various language styles during the congressional hearing, where he had to interact with members of Congress who have diverse backgrounds and interests. In this situation, the ability of the TikTok CEO to adapt the appropriate language style is crucial for effectively conveying messages, whether in answering questions, defending arguments, or maintaining the company's image in the public eye.

By using Martin Joos's theory, the researcher was able to systematically categorize and analyze the variations in language styles used by the TikTok CEO. This provided a strong foundation for evaluating the effectiveness of the communication employed and how these language styles influenced audience perception, both in the congressional context and in their broader impact on the public.

Academically, Martin Joos's theory is also relevant as it has been widely used in studies related to discourse analysis and communication, especially in formal and institutional contexts. The use of this theory will make an important contribution to deepening the understanding of the dynamics of language styles in high-pressure settings like congressional hearings, as well as how these styles can affect interactions between the involved parties. They are described as follows:

1. Frozen Style

The most formal style of speaking is typically used in respectful situations or formal ceremonies. This style is also known as oratorical style, characterized by extreme care, a fixed structure, and a symbolic or historical nature. In this

style, many linguistic elements are fixed, and there is little variation. Specific phrases, such as *"Yes, Your Honor," "Yes, my Lord," "I object,"* and so on, are required. Not only are individual sentences carefully crafted, but the sequence of sentences is also intricately connected. It requires thorough planning and high skill to execute well, which is why it is called the Frozen style or Oratorical style. This style is often used by people of high status or important figures, such as lawyers and preachers, especially in formal occasions.

2. Formal Style

Formal language is often used in serious situations like speeches and official meetings. Academic writing is careful and follows certain rules, with a deliberate pace, specific terms, complex sentences, full titles, minimal jargon, and lots of synonyms. This style of writing usually focuses on one main topic and is commonly used in research and technical papers. It can also be used in one-on-one conversations, but this might make the interaction feel more formal or distant. For example, in situations where informal language is common, using formal language can still show a high level of organization or professionalism. During such processes, everyone should stay seated.

3. Consultative Style

This particular style is typically employed in semi-formal contexts and entails a bilateral exchange, necessitating the presence of two individuals engaged in discourse. The consultative style is frequently observed in interactions between individuals such as a teacher and a student, a doctor and a patient, among others

(Hariyanto, as cited in Sulistiyawati 2014). Speakers using this style typically don't plan what they want to say. Consultative speech usually takes place between two individuals. While one person is speaking, the other responds briefly at intervals, often using a small set of standard signals. There are fundamental elements in this system crucial to its functioning. Some of them include responses like *"Yes," "No," "Uhhuh," "Mmm," "Huh," "That's right," and "I think so."* The consultative style of conversation allows for the most open exchange of ideas compared to other styles discussed. This style usually involves a dialogue where people need to choose their words carefully.

4. Casual Style

The primary objective of casual style is to facilitate comprehension of the discourse by the interlocutor. The talk may potentially encounter a lull or adopt a humorous tone in the absence of a mutual understanding, as the assumption of certain information is subtly implied (Sulistiyawati, 2014). In a positive light, casual style is marked by using first names or even nicknames instead of formal titles and last names when addressing each other. Pronunciation is quick and often less clear, accompanied by the use of slang. Another notable feature is the omission of unstressed words, especially at the start of sentences. Articles, pronouns, auxiliaries, and "be" are often left out. These omissions are a clear sign of casual style, indicating informality. Interestingly, many speakers are not consciously aware of this phenomenon or its implications. They may not recognize what it is about an expression that gives the impression of informality. An example of casual style is: "Don't get up!".

5. Intimate Style

This communicative style is commonly employed within intimate familial or social circles characterized by strong interpersonal connections, wherein a comprehensive and meticulously stated language is not necessary. Brief phrases are satisfactory. An additional attribute of this particular style entails the superfluous utilization of grammatical elements, since an excessive amount of structure has the potential to impede the organic progression of this own form of discourse. The intimate style of communication encompasses a distinct form of private language that is exclusive to familial relationships, romantic partners, and individuals who share the tightest bonds of friendship. There may be a sense of discomfort experienced by individuals when individuals who are not part of the group inadvertently listen to conversations including intimate language. Words that typically signal intimacy, like "dear," "darling," or even "honey" might be used in this situation; for instance: "Hey darling, how are you?".

E. Overview of CBS News

CBS News serves as the news and information division of CBS Corporation, dedicated to upholding the high standards of journalism it established during the early days of radio and television, and continues to maintain in the present digital era. Headquartered at the CBS Broadcast Centre in New York, CBS News operates with a global presence through its various offices worldwide. It produces a wide array of highly regarded programs, featuring original reporting, in-depth interviews, comprehensive investigations, expert analysis, and up-to-the-minute breaking news. CBS News remains committed to

delivering top-quality journalism around the clock, every day of the week. (Roper Center for Public Opinion Research).

F. Profile of Shou Zi Chew

Shou Zi Chew, a key figure in the development of TikTok, was born and raised in Singapore. He was educated in the country's top schools before pursuing his business studies at Harvard Business School, where he met his wife, Vivian Kao. Before entering the world of TikTok, Chew has had experience working in the tech industry, including a stint at Face-book. EduBridge. (2024, July 22).

Chew started at ByteDance, the company that owns TikTok, as the Chief Financial Officer. Then, in May 2021, he became the CEO of TikTok. During his time as CEO, TikTok quickly gained popularity and reached over one billion users worldwide. He became well-known, particularly after participating in US Congressional hearings about TikTok's connection to China (Business Insider, 2021).

Chew became popular in the public after he went to the US Congressional hearings. This caused his TikTok followers to shoot up from 19,000 to almost four million. He regularly posts interesting and fun stuff on TikTok, but he keeps his family life private (BBC News, 2023).

Chew is a devoted fan of TikTok's vision as a platform that allows everyone to be heard. He believes that TikTok's recommendation algorithm provides an opportunity for everyone to grow and be recognized, without depending on previous popularity (Vogue.sg, 2023).

G. Overview of Anthiago

In this thesis research titled "The Language Styles Used by TikTok's CEO During His Congressional Hearings: A Content Analysis," the researcher utilized the platform Anthiago.com to support more efficient and accurate data analysis. Specifically, the researcher used the Video Transcriber available on Anthiago.com to extract text transcripts from a YouTube video titled "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app." This video features TikTok's CEO, Shou Zi Chew, testifying before the U.S. House committee during a hearing discussing the potential ban of TikTok in the United States.

The use of this transcription tool was crucial in the research, as it allowed the researcher to obtain the full text of Shou Zi Chew's speeches and responses during the congressional hearing. With this text, the researcher could then analyze the language styles used by Shou Zi Chew based on Martin Joos's theory, which categorizes language styles into five main types: frozen, formal, consultative, casual, and intimate.

Additionally, the Text Summarizer from Anthiago.com helped summarize important sections of the lengthy text, making it easier to identify key ideas and construct arguments in the analysis of language styles. With the aid of these tools, the researcher was able to conduct a more in-depth analysis of Shou Zi Chew's communication patterns during the hearing, as well as how his language style adapted to the formal and high-pressure context.

The tools provided by Anthiago.com proved to be highly useful in speeding up the research process and enhancing the accuracy of the analysis, especially in the context of content analysis that requires intensive text processing. Therefore, this platform significantly contributed to supporting the validity and reliability of the research findings.

H. Previous Study

Situmorang & Herman (2021) focused their study on determining the types of slang language styles used. The types of slang were analyzed from the film "Charlie's Angels". The theories applied in this research include Sumarsono's (2007) theory on types of slang language styles and Zhou & Fan's (2013) theory on the functions of slang language. The study employed a qualitative descriptive method. This research falls under the category of content analysis studies based on qualitative research methods. The data collection process involved downloading the film, watching it, and downloading its subtitles. The data were sourced from the film "Charlie's Angels," released in 2019 in the action-comedy genre. Following the analysis, the study identified that four out of six types of slang language styles were present. These include "clipping," "creative," "uses the existing words," and "metaphor." "Creative" emerged as the most dominant type of slang language style in the film, with 10 instances (40%), followed by "metaphor" with 7 instances (28%), "uses the existing words" with 5 instances (20%), and "clipping" with 3 instances (12%). Finally, the researchers hope that this study will contribute to the enhancement of future literary studies, particularly in the area of slang language styles.

Batu, Manurung, Sinaga, and Naibaho (2023) aim to: (1) identify the types of speech styles employed by Retno Marsudi in her Press Statement at the G20 Foreign Ministers' Meeting, and (2) determine the dominant speech style used in her statement. This research is a qualitative descriptive study. The data for this research were collected from Retno Marsudi's speech at the G20 Foreign Ministers' Meeting. The researchers analyzed the transcription of Retno Marsudi's speech using the theory proposed by Martin Joos. They identified three different speech styles, totaling 36 instances: 28 instances (78%) of Frozen Style, 7 instances (19%) of Formal Style, and 1 instance (3%) of Intimate Style. The dominant speech style used by Retno Marsudi was the Frozen Style. Due to the nature of the event, Casual and Consultative Styles were not present. The researchers hope that this study will contribute to our understanding of sociolinguistics, particularly regarding the various types of speech styles.

Panggabean (2022) conducted a study titled "The Use of Language Style in the Victory Speeches of Donald Trump and Joe Biden," aiming to analyze and compare the language styles used in their respective victory speeches. The research problem focuses on understanding which language styles were used by Donald Trump and Joe Biden and identifying the most dominant style in their victory speeches. This study employs a qualitative approach. Data were sourced from the internet. In analyzing the data, the researcher used the theory of Martin Joos (1967), which includes Frozen Style, Formal Style, Casual Style, Consultative Style, and Intimate Style. In this study, the author identified 50 instances of language styles used by Donald Trump: 27 instances of Formal Style,

13 of Casual Style, and 10 of Intimate Style. The researcher also identified 50 instances of language styles used by Joe Biden: 36 instances of Formal Style, 11 of Casual Style, 2 of Frozen Style, and 1 of Intimate Style. It can be concluded that both Donald Trump and Joe Biden predominantly used the Formal Style in their victory speeches due to the formal and serious nature of the event. However, they occasionally employed other language styles to better engage the audience and convey their messages effectively.

Dhila, Sabarudin, and Arasuli (2022) conducted a study to identify the types of language styles used in Aaron Beverly's speech titled "Unbelievable Story" and to explore the reasons behind the dominant use of these styles. The research utilized a quantitative descriptive method. Data were analyzed using Martin Joos's theory (1976) to identify the types of styles used. The data consisted of 70 utterances from a single speech transcript. The findings indicate four styles used in the speech: frozen style, formal style, casual style, and intimate style. The language style in the speech tends to favor the casual style as the dominant mode. The speaker likely crafted a light and engaging speech with the predominant use of the casual style. The speech may have been delivered on a topic that is enjoyable and presented in a chronological manner, making the situation informal and conducive to relaxed language use. Finally, the researchers suggest that students could implement these styles in classroom presentations or public speaking lessons. Furthermore, future researchers interested in exploring similar areas could connect this study with emerging literary ideas, such as public speaking skills in business contexts.

Yulyanti (2023) conducted research aimed at analyzing the language styles used by all characters in the movie Frozen II. The objective was to identify the language styles utilized by the characters in the film. The study employed a qualitative research method with a content analysis design. The research instrument used is a human instrument. The data collection procedure involves: (1) watching the movie and reviewing its transcript, (2) understanding the Frozen II movie script, and (3) extracting data that contains the language styles used. The data analysis techniques include: (1) identifying, (2) displaying data, and (3) drawing and verifying conclusions. The results show that four out of five types of language styles are present: formal style, casual style, consultative style, and intimate style. The frozen style is not found in any of the characters in Frozen II, as it is not used by the characters.
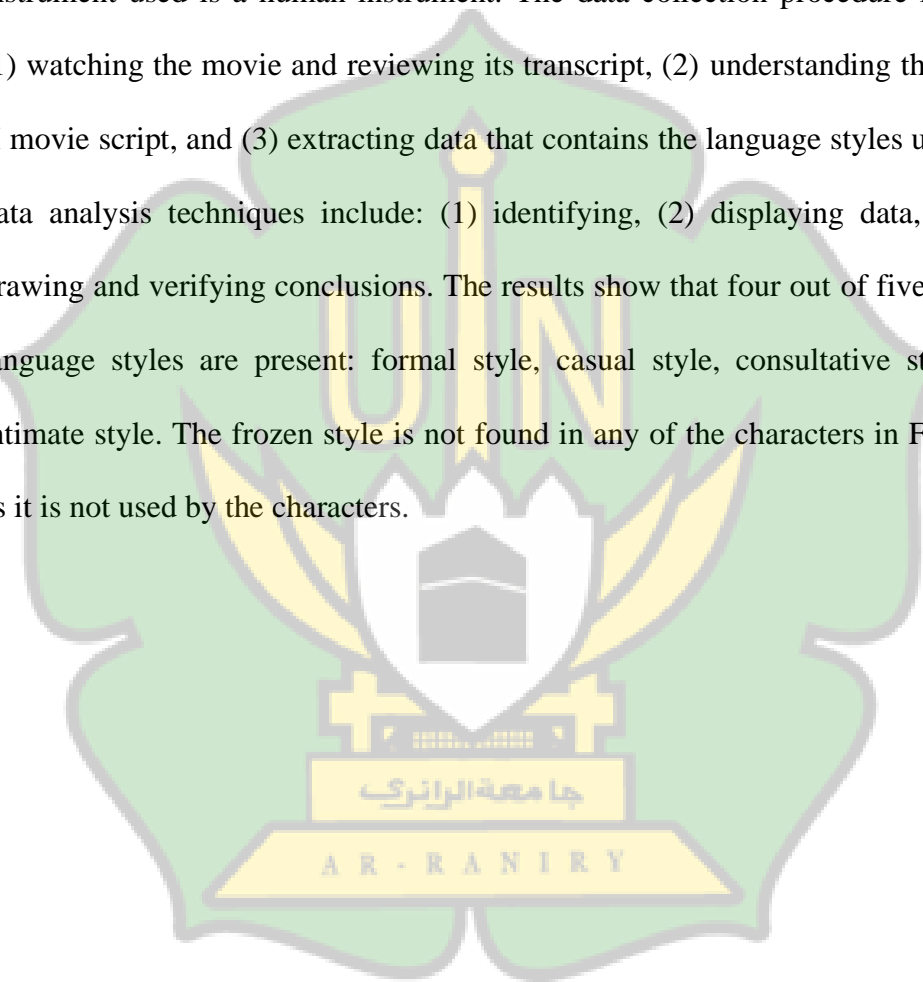
CHAPTER III
METHODOLOGY RESEARCH

This chapter entails the presentation of the study methodology by the researcher. This chapter is structured into five distinct sections, including methodology, data sources, research instruments, research procedures, and data analysis techniques.

A. Research Design

The researcher employed a descriptive qualitative approach to examine and elucidate the language style of Shou Zi Chew, as well as the social elements that influenced his language style in the CBS News video titled 'TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app'. Endraswara (2011) defined descriptive qualitative research as an approach that uses verbal or visual descriptions, rather than numerical data, to convey information.

B. Data Source

The data sources included video footage from the CBS News presentation titled "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app". The video had a duration of 322 minutes and was posted by CBS News on March 23rd, 2023. The researcher obtained it from YouTube.

C. Instrument of research

The researcher in this thesis employed a note-taking tool. According to Endraswara (2011), note taking is the act of choosing and gathering facts.

Throughout this procedure, extraneous material was excluded, while significant data was highlighted using methods such as highlighting or bolding. This methodology facilitated the researcher in the process of analyzing data. After conducting video observation, the researcher made written records to classify fundamental components.

D. Data Collection Techniques

The researcher employed a descriptive methodology to obtain the data. The methodology employed in this case involved the implementation of specific procedures for data collection. These strategies were as follows:

1. The researcher detected the discourse involving Shou Zi Chew and highlighted some comments made by him in the video.

2. The researcher identified specific statements made by Shou Zi Chew in the video

3. In this study, the researcher employed Joos's Theory to categorize Shou Zi Chew's language style.

E. Data Analysis Techniques

The researcher chose Joos's theory to analyze Shou Zi Chew's language style. The exact procedure was as follows:

1. The data was initially categorized to tackle the first problem statement. The categorization was derived from the unique characteristics of Shou Zi Chew's speech pattern during the conversation. The speaking style of Martin Joos was

analyzed and explained using his theory and a descriptive approach. The result of this investigation was subsequently classified as language style.

2. The second task was analyzing Shou Zi Chew's language style, which had already been assessed, to explain how his manner of speaking reflected his personality and was influenced by societal factors in the video.

3. The third stage entailed examining Shou Zi Chew's language style and the societal factors that shaped it in the video.

4. To obtain accurate transcripts, the researcher used the Anthiago website to generate transcripts from the video content.

5. In performing data calculations, the researcher used Bungin's formula as referenced in Burhan (2005) to determine the dominant rhetorical style in the images when calculating data percentages. The table below presents the percentages of different rhetorical styles.

$$n = \frac{fx}{N} \times 100\%$$

Figure 3. 1 The bungin formula

N = percentage of types

Fx = total types frequency of the sub-category

N = total types of all categories

CHAPTER IV
FINDINGS AND DISCUSSION

In this chapter, the researcher presents the conducted discussion. It addresses the research inquiries already stated in chapter one. The explanations in this chapter are organized into two divisions, which are classified according to the research question.

A. Findings

1. Shou Zi Chew's Language style

Shou Zi Chew's statements are recognized and examined using Joos' idea of the five language styles. The research findings will explain the language styles Shou used in the video. This chapter will analyze each chosen utterance that is regarded as a distinct language style.

The video captioned 'TikTok CEO Shou Zi Chew appears before House committee as legislators attempt to ban app' showcases five distinct language patterns used in his remarks. The styles include frozen, formal, consultative, intimate, and informal. There are 70 data entries that are classified under the category of Shou Zi Chew's speaking style.

The Frozen style consists of 5 data points, the Formal style has 24 data points which can be observed in the video showcasing Shou Zi Chew's speaking style, the Consultative style has 22 data points, the Intimate style has 7 data points, and finally, the Casual style has 12 data points.

Table 4. 1

Number of percentages of the types of language styles

No	Language style	Number of Cases	Percent
1	Formal style	24	34,29%
2	Consultative style	22	31,43%
3	Casual style	12	17,14%
4	Intimate style	7	10%
5	Frozen style	5	7,14%
	TOTAL	**70**	**100%**

Therefore, based on the data provided in the table above, there are 70 data. Shou Zi Chew predominantly uses a formal style in the video, with 24 cases (34,29%). This is followed by a consultative style with 22 cases (31,43%). The video also includes 12 cases (17,14%) of casual style, 7 cases (10%) of intimate style, and 5 cases (7,14%) of frozen style.

The chart presented above illustrates the various language styles employed by Shou Zi Chew in the video titled 'TikTok CEO Shou Zi Chew testifies before House committee as politicians push to ban app'. The purpose of this analysis is to determine the predominant language style.

A. Frozen Style

The Frozen style is employed when delivering speeches or presentations to large audiences. It involves meticulously crafted phrases, slightly exaggerated intonation, and the use of many rhetorical tactics. The following data pertains to the utilization of a frozen style.

Table 4. 2

The data found in the frozen style of language

No	Text/Statement	Language style	Explanation
1	"Thank you chair Rogers ranking member Palone members of the committee thank you for your time..."	Frozen	A very formal expression of gratitude to the committee members.
2	"Congressman I represent Tik Tok here today I can tell you that Tik Tok does not allow illegal drugs."	Frozen	Cold and formal language, not open to discussion.
3	"Congressman respectfully in my opening statement I said this is a private company it's owned 60% by Global Investors three out of the five board members on byte dance are Americans this is a private business and"	Frozen	Formal and steadfast language, akin to a legal statement.

B. Formal Style

Formal style refers to a manner of speaking that is characterized by a high level of formality and is typically utilized in situations that need a certain level of decorum, such as in professional settings or while interacting with unfamiliar individuals. The following data pertains to the utilization of a formal style.

Table 4. 3

The data found in the Formal style of language.

No	Text/Statement	Language style	Explanation
1	"we were the first to launch a 60-minute watch limit and I'm very glad to see	Formal	The language is structured and directed

No	Text/Statement	Language style	Explanation
	people others in our industry follow for many of their recommendations we'll study them very seriously"		towards official information regarding company policies.
2	"we understand how that's working we we understand those concerns what we Our intention is to have the teens and their parents have these conversations about what is the appropriate amount of time for social media"	Formal	Formal language employed to elucidate policies.
3	"Our team continues to be committed to ensuring that our platform is safe for all users, and we are constantly working to improve our policies."	Formal	Conveying the company's commitments and policies with appropriate formality for official communication.

C. Consultative Style

The consultative approach is employed in semi-formal situations. This conversation can be observed in several contexts, such as the interaction between a teacher and a student, a doctor and a patient, and so forth. The consultative style is characterized by explicit and sometimes inexplicit pronunciation, short responses, unfinished statements, finished statements, and other similar features. The following data pertains to the utilization of a consultative method.

Table 4. 4

The data found in the Consultative style of language

No	Text/Statement	Language style	Explanation
1	"we do publish that in a transparency report I can get my team to get the information to yours thank you"	Consultative	Directing towards technical explanations and deeper interactions, in line with a consultative style.
2	"Congressman I'm answering your question if you give me just a bit of time we we rely on global interoperability and we have employees in China so yes the Chinese Engineers do have access to global data"	Consultative	This language reflects a more open and interactive stance, where technical information is provided for further clarification.
3	"I can assure you that we take data privacy very seriously and are constantly enhancing our security measures."	Consultative	Explaining security policies in detailed language and open for discussion.

4. Casual Style

The casual style is predominantly favored by our friends and is commonly observed outside of formal settings. This style is employed to enhance the comprehensibility of conversations by avoiding strict adherence to grammatical standards. The following data pertains to the utilization of casual style.

Table 4. 5

The data found in the Casual style of language

No	Text/Statement	Language style	Explanation
1	"I actually met my wife here by the way; she was just born a few miles away from here in Virginia..."	Casual	A casual personal story about meeting with his wife.
2	"My phone is full of well-wishes there; you know, but I prepared for this hearing with my team here in DC..."	Casual	Mentioning preparations for the hearing in a more relaxed and informal tone.
3	"if you spend too much time on our platform can try it if you spend too much time we will actually send you videos to tell you to go out and get some air and get off the pl"	Casual	Using a more relaxed and informal language, reflecting a more casual speaking style.

5. Intimate Style

It is a kind of communication used by close family members or friends that does not require a complete language with clear articulation. Using concise statements is sufficient. An additional attribute of this style is the superfluous utilization of grammar, which has the potential to disrupt the coherence of this personal style.

Table 4. 6

The data found in the Intimate style of language

No	Text/Statement	Language style	Explanation
1	"As a father myself, when I hear about the tragic deaths of people..."	Intimate	Showing personal empathy as a father.
2	"Trust is about actions we take; we have to earn that trust with decisions we make for our company and our products..."	Intimate	Assertion of personal trust and commitment to the company and its products.
3	"I know of many parents uh including one I met recently who actually use our platform to find communities to connect with other parents and learn a lot more i' I've heard amazing stories of creators who have uh difficulties you know"	Intimate	Expressing personal and emotional language, showing empathy and deeper involvement.

2. The dominant language style used by Shou Zi Chew in addition to formal language style

Table 4. 7

The data of the dominant language style used by Shou Zi Chew

No	Language style	Number of Cases	Percent
1	Formal style	24	34,29%
2	Consultative style	22	31,43%
3	Casual style	12	17,14%
4	Intimate style	7	10%
5	Frozen style	5	7,14%
	TOTAL	**70**	**100%**

The data in the table below indicates that there are 70 entries. Shou Zi Chew primarily uses a formal style in his videos, with 24 instances out of the total 70 entries. However, aside from the formal style, his speech also incorporates four other styles: consultative, casual, intimate, and frozen.

The consultative style, which accounts for 22 data points or 31.43%, is used in semi-formal situations where the interaction between the speaker and listener allows for two-way communication. During the congressional hearing, Shou Zi Chew adopts this style when responding to lawmakers' questions, providing detailed explanations while maintaining a formal tone. This approach enables Shou to clarify technical or operational details about TikTok that require further elaboration but within a respectful and formal framework. Academically, this style is often utilized in scenarios where there is a knowledge gap between

participants, with one party (Shou) possessing greater authority or knowledge and explaining it to the other party (the legislators).

The casual style, seen in 12 data points or 17.14%, is more relaxed and informal, typically reserved for everyday conversations among friends or in non-formal settings. In this instance, Shou Zi Chew uses the casual style to ease the tension and make communication more relatable and humanistic. For example, he employs a more straightforward manner when attempting to connect with a broader audience, including committee members who may not be familiar with technology or TikTok's technical aspects. Academically, the casual style in a formal context, such as a congressional hearing, can be a rhetorical strategy to build trust, demonstrate transparency, and make complex arguments more accessible.

The intimate style, which appears in 7 data points or 10%, is usually reserved for very personal conversations involving a close emotional connection between the speaker and listener. During the congressional hearing, Shou Zi Chew uses this style in certain situations where he seeks to express care or establish a personal connection with the audience. For instance, he might use this style when discussing TikTok's broader social impacts or when conveying personal concerns about the proposed policies. In an academic context, employing an intimate style in a formal setting like this indicates an effort to humanize the formal environment, build deeper connections with the audience, or demonstrate honesty and sincerity.

The frozen style, with 5 data points or 7.14%, is the most formal and rigid, typically used in very official settings such as ceremonies, rituals, or legal texts. In the congressional hearing, Shou Zi Chew utilizes this style when delivering highly formal statements or quoting official documents. For instance, when referring to relevant laws or regulations, the frozen style is employed to maintain the formality and seriousness of the communication. Academically, using the frozen style signifies authority and decisiveness, ensuring there is no room for misinterpretation of the message being conveyed.

In conclusion, Shou Zi Chew employs a variety of language styles during the congressional hearing to adapt to the situation and audience. While the formal style is predominant, the consultative style helps explain complex issues, the casual style fosters a more relaxed atmosphere, the intimate style facilitates emotional connections with the audience, and the frozen style asserts authority in highly formal statements. This combination showcases Shou's flexibility in communication and his strategy to deliver effective messages in a highly critical and formal environment.

B. Discussion

This study highlighted the language styles used by Shou Zi Chew, the CEO of TikTok, during a hearing with the U.S. Congress. Out of 70 entries analyzed, it was found that Chew most frequently used a formal language style with 24 entries (34.29%). The consultative style followed with 22 entries (31.43%). Additionally, there were 12 entries (17.14%) using a casual style, 7 entries (10%) using an intimate style, and 5 entries (7.14%) using a frozen style.

This variation in language styles reflected how Chew adapted to the formal and important context of the hearing.

Chew's dominant use of a formal style showed his effort to maintain professionalism and trust in front of Congress members. This formal style likely aimed to convey seriousness and competence in addressing the critical questions posed by Congress members. Additionally, the frequent use of a consultative style suggested Chew's attempt to communicate in a collaborative and responsive manner to the concerns of Congress members. This way, Chew seemed to use a more dialogical and inclusive language style, which helped to explain TikTok's position and answer complex questions in an understandable manner.

The findings of this study were consistent with previous research showing that formal language was often used by company leaders in situations requiring high professionalism, such as interactions with government authorities. Research by Jones et al. (2021) also found that formal language was used to demonstrate authority and competence in formal contexts. However, unlike the study by Smith & Liu (2020), which found a dominance of casual style in corporate leaders' digital communication, this study found that Chew used more formal and consultative language styles. This findings showed Chew's adaptation to the serious and official context of the hearing, where a formal style was more appropriate for emphasizing credibility and responsibility.

Theoretically, these findings supported Joos' theory on the variation of language styles in communication based on the situation and audience. It also

underscored the importance of adapting language style to the communication context, especially in situations where trust and professionalism were highly valued. From a practical perspective, these results provided insights for other corporate leaders on how choosing the right language style could help build trust and explain a company's position in formal and critical contexts. Adapting language style could be an effective communication strategy in situations that required clear explanations and responsive answers to critical questions.

However, this study had some limitations that needed to be acknowledged. The number of entries analyzed was limited to 70 entries, which might not fully reflect the variation in language styles in a broader context. Additionally, this analysis only covered a specific hearing and might not apply to all communication situations by corporate leaders. Potential bias might also have arisen because this analysis did not consider non-verbal factors such as intonation and facial expressions, which could also affect the perception of language style. Understanding these limitations was important to assess the extent to which these findings could be generalized and applied to other situations.

Given these limitations, future research should expand the analysis by including a larger number of entries and covering various different communication situations. Further research could also include an analysis of non-verbal factors and cultural contexts that might influence language use. Additionally, future studies could examine the impact of using different language styles on audience perception and response, both at the individual and organizational levels. This research could provide more comprehensive insights

into how different language styles affected interactions and communication in various contexts.

In conclusion, this study showed that Shou Zi Chew, the CEO of TikTok, tended to use formal and consultative language styles during a hearing with the U.S. Congress. This language style reflected his effort to maintain professionalism and trust in a serious and formal communication context. These findings supported Martin Joos' theory on language style variation and provided practical insights for other corporate leaders on the importance of adapting language style to the communication context. Despite some limitations, the findings of this study provided a strong foundation for further research on language styles in important corporate communications.
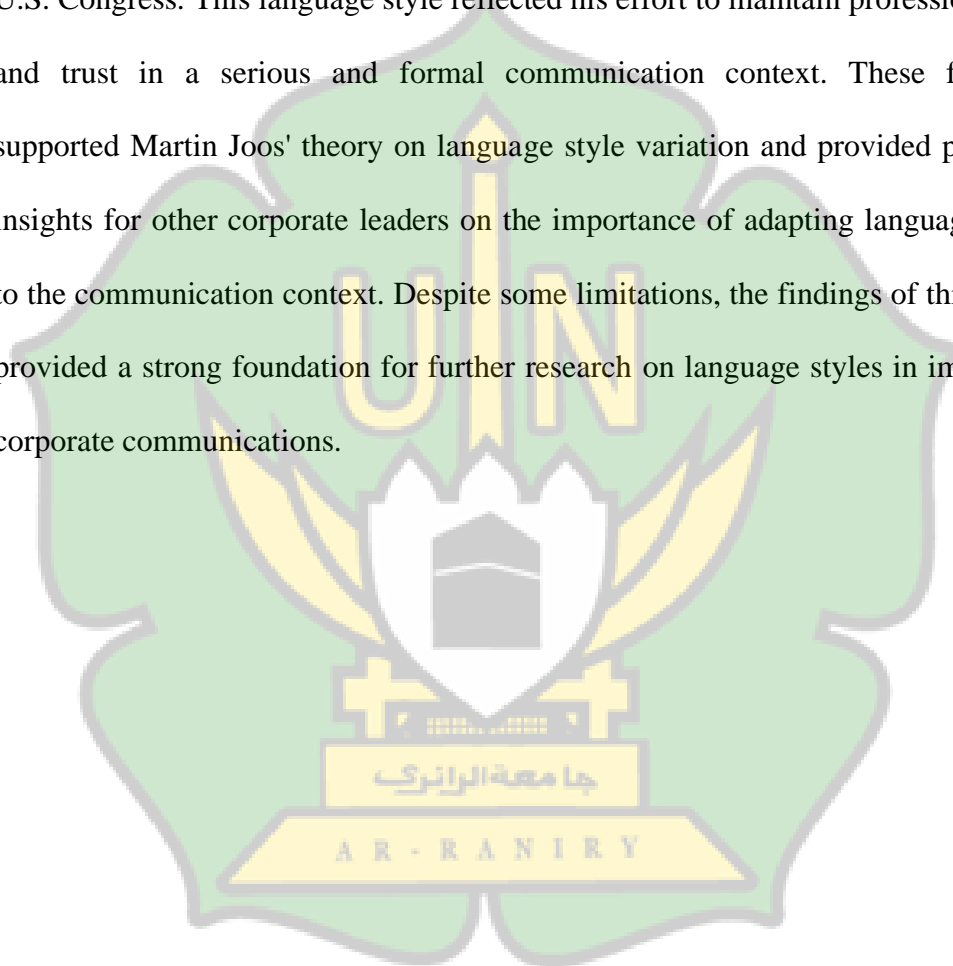
CHAPTER V

CONCLUSION AND SUGGESTIONS

Chapter Five consists of two parts: Conclusions and Suggestions. The conclusions summarize the main findings from Chapter Four, while the suggestions provide suggestions related to speech styles.

A. Conclusions

Based on the data obtained, the researcher concludes that the video titled "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app" can serve as valuable educational material for sociolinguistics. Students can learn about various speech styles and the factors influencing an individual's speech style. By analyzing a public figure's speech, students can gain insights into numerous aspects of sociolinguistics.

The findings of this study indicate that Shou Zi Chew uses various language styles in the video. Based on the qualitative content analysis conducted, it was found that Chew employs five main language styles: formal, consultative, casual, intimate, and frozen. Out of a total of 70 identified instances of language styles, the formal style was the most dominant, appearing 24 times (34.29%). The consultative style appeared 22 times (31.43%), the casual style 12 times (17.14%), the intimate style 7 times (10%), and the frozen style 5 times (7.14%). Therefore, it can be concluded that the formal language style is the most frequently used by Shou Zi Chew in the video. These findings provide important insights into Chew's communication approach in official and formal contexts, as well as the implications of language style in situations involving legislative oversight.

B. Suggestions

This study reveals that Shou Zi Chew employs five language styles in the video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app," with formal language being predominant. Based on these findings, several suggestions arise for future research and practice:

1. Conduct similar studies on other figures in various contexts to verify if this pattern is consistent.

2. Explore specific elements of each language style, like word choice and sentence structure, to understand its impact on the audience.

3. Apply the findings on formal language to communication training in formal settings.

4. Study language styles across different languages and cultures to grasp their adaptation in international contexts.

Students and educators should use this video as a valuable learning resource to explore English speaking styles. Implementing these recommendations can enhance communication research and practice, offering deeper insights into language styles in different situations.

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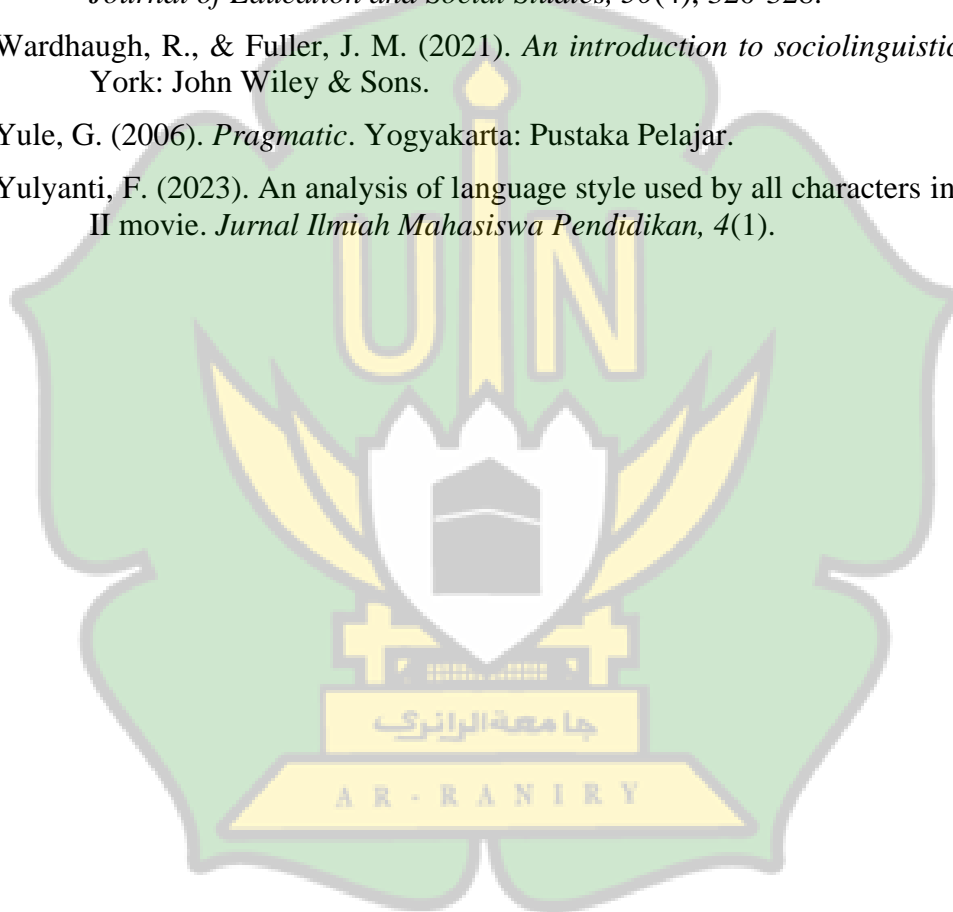
APPEDICES

Appedix A   Appointment Letter of Supervisor

KEPUTUSAN DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY BANDA ACEH
NOMOR: B-3429/Un.08/FTK/Kp.07.6/05/2024

TENTANG:
PENGANGKATAN PEMBIMBING SKRIPSI MAHASISWA

DENGAN RAHMAT TUHAN YANG MAHA ESA

DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY BANDA ACEH

Menimbang	:	a.	bahwa untuk kelancaran bimbingan skripsi mahasiswa pada Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh maka dipandang perlu menunjuk pembimbing skripsi;
		b.	bahwa yang namanya tersebut dalam Surat Keputusan ini dianggap cakap dan mampu untuk diangkat dalam jabatan sebagai pembimbing skripsi mahasiswa;
		c.	bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a dan huruf b, perlu menetapkan Keputusan Dekan Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh.

Mengingat	:	1.	Undang-Undang Nomor 20 Tahun 2003, tentang Sistem Pendidikan Nasional;
		2.	Undang-Undang Nomor 14 Tahun 2005, tentang Guru dan Dosen;
		3.	Undang-Undang Nomor 12 Tahun 2012, tentang Pendidikan Tinggi;
		4.	Peraturan Presiden Nomor 74 Tahun 2012, tentang perubahan atas peraturan pemerintah RI Nomor 23 Tahun 2005 tentang pengelolaan keuangan Badan Layanan Umum;
		5.	Peraturan Pemerintah Nomor 4 Tahun 2014, tentang penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
		6.	Peraturan Presiden Nomor 64 Tahun 2013, tentang perubahan Institut Agama Islam Negeri Ar-Raniry Banda Aceh Menjadi Universitas Islam Negeri Ar-Raniry Banda Aceh;
		7.	Peraturan Menteri Agama RI Nomor 44 Tahun 2022, tentang Organisasi dan Tata Kerja UIN Ar-Raniry Banda Aceh;
		8.	Peraturan Menteri Agama Nomor 14 Tahun 2022, tentang Statuta UIN Ar-Raniry Banda Aceh;
		9.	Keputusan Menteri Agama Nomor 492 Tahun 2003, tentang Pendelegasian Wewenang Pengangkatan, Pemindahan dan Pemberhentian PNS di Lingkungan Depag RI;
		10.	Keputusan Menteri Keuangan Nomor 293/Kmk.05/2011, tentang penetapan UIN Ar-Raniry Banda Aceh pada Kementerian Agama sebagai Instansi Pemerintah yang menerapkan Pengelolaan Badan Layanan Umum;
		11.	Surat Keputusan Rektor UIN Ar-Raniry Banda Aceh Nomor 01 Tahun 2015, Tentang Pendelegasian Wewenang kepada Dekan dan Direktur Pascasarjana di Lingkungan UIN Ar-Raniry Banda Aceh.

MEMUTUSKAN

Menetapkan	:	Keputusan Dekan Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh tentang Pembimbing Skripsi Mahasiswa.
KESATU	:	Menunjuk Saudara : **Rahmi Phonna, S.Pd.I, M.A**

Untuk membimbing Skripsi

Nama	:	**Ahmaddastur**
NIM	:	200203095
Program Studi	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	**The Language Styles Used By Tiktok's Ceo During His Congressional Hearings : A Content – Analysis**

KEDUA	:	Kepada pembimbing yang tercantum namanya diatas diberikan honorarium sesuai dengan peraturan perundang-undangan yang berlaku;
KETIGA	:	Pembiayaan akibat keputusan ini dibebankan pada DIPA UIN Ar-Raniry Banda Aceh Nomor SP DIPA-025.04.2.423925/2024 Tanggal 24 November 2023 Tahun Anggaran 2024;
KEEMPAT	:	Surat Keputusan ini berlaku selama enam bulan sejak tanggal ditetapkan;
KELIMA	:	Surat Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan bahwa segala sesuatu akan dirubah dan diperbaiki kembali sebagaimana mestinya, apabila kemudian hari ternyata terdapat kekeliruan dalam Surat Keputusan ini.

Ditetapkan di : Banda Aceh
Pada tanggal : 02 Mei 2024
Dekan,

/Saiful Muluk

Tembusan
1. Sekjen Kementerian Agama RI di Jakarta;
2. Dirjen Pendidikan Islam Kementerian Agama RI di Jakarta;
3. Direktur Perguruan Tinggi Agama Islam Kementerian Agama RI di Jakarta;
4. Kantor Pelayanan Perbendaharaan Negara (KPPN), di Banda Aceh;
5. Rektor UIN Ar-Raniry Banda Aceh di Banda Aceh;
6. Kepala Bagian Keuangan dan Akuntansi UIN Ar-Raniry Banda Aceh di Banda Aceh;
7. Yang bersangkutan;
8. Arsip.

Appendix B   Screenshot of the YouTube video "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app"
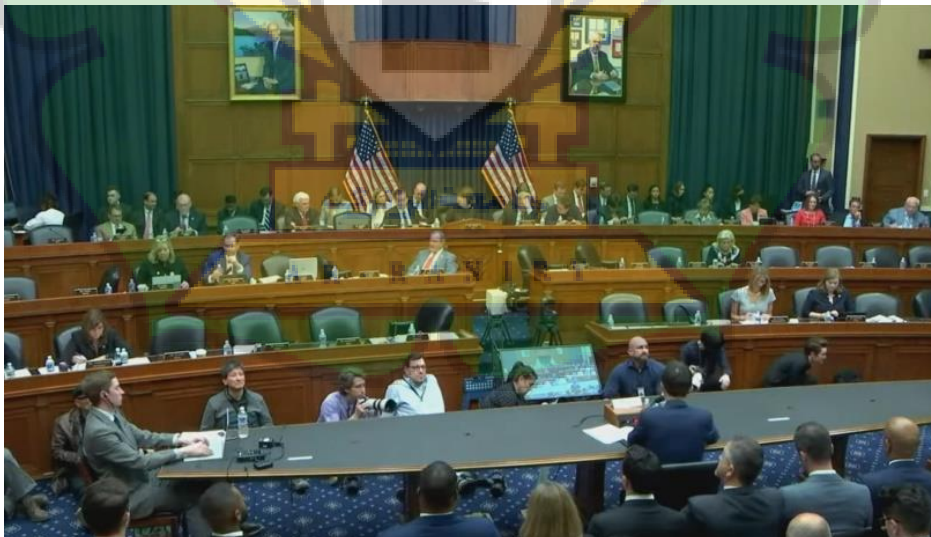
Appendix C   YouTube link to the video of Shou Zi Chew in "TikTok CEO Shou Zi Chew testifies before House committee as lawmakers push to ban app"

https://www.youtube.com/live/x1xEuK0Fxu8?si=IpD_FmHrGQJM6UOv

Appendix D   List of data: 70 overall findings, 5 styles used by Shou Zi Chew.

The data found in the Formal style of language.

No	Text/Statement	Language style	Explanation
1	"Today we have more than a billion monthly active users around the world including over 150 million in the United States..."	Formal	Important information about the number of TikTok users globally and in the US.
2	"As TikTok has grown, we've tried to learn the lessons of companies that have come before us, especially when it comes to the safety of teenagers..."	Formal	Conveying lessons from other companies regarding user safety.
3	"We forbid direct messaging for people under 16 and we have a 60-minute watch time by default for those under 18..."	Formal	TikTok's official policy on restrictions to protect teenage users.
4	"Let me start by addressing a few misconceptions about ByteDance, of which we are a subsidiary. ByteDance is not owned or controlled by the Chinese government..."	Formal	Official clarification regarding ownership of ByteDance and TikTok.
5	"Our approach has never been to dismiss or trivialize any of these concerns; we have addressed them with real action..."	Formal	Company's affirmation regarding its approach to public concerns.
6	"The bottom line is this: American data is stored on American soil by an American company overseen by American personnel..."	Formal	A firm statement regarding the security of American user data.
7	"we were the first to launch a 60-minute	Formal	The language is

No	Text/Statement	Language style	Explanation
	watch limit and I'm very glad to see people others in our industry follow for many of their recommendations we'll study them very seriously"		structured and directed towards official information regarding company policies.
8	"we understand how that's working we we understand those concerns what we Our intention is to have the teens and their parents have these conversations about what is the appropriate amount of time for social media"	Formal	Formal language employed to elucidate policies.
9	"Our team continues to be committed to ensuring that our platform is safe for all users, and we are constantly working to improve our policies."	Formal	Conveying the company's commitments and policies with appropriate formality for official communication.
10	"As part of our ongoing efforts, we have implemented a comprehensive framework to ensure compliance with relevant regulations."	Formal	Utilizing formal and professional language to communicate the company's steps in compliance with regulations.
11	"We have strict policies in place to prevent the spread of misinformation, and we actively work with fact-checkers	Formal	Communicating official information about company policies with a

No	Text/Statement	Language style	Explanation
	to ensure accuracy."		high level of formality.
12	"I cannot speak on behalf of CIFAS, Congressman."	Formal	Using formal and polite language to demonstrate respect and formality.
13	"The idea behind Project Texas is the firewall of US user data, making sure it's stored by an American company overseen by American personnel."	Formal	Conveying official information using formal language.
14	"No, we do not. TikTok does not engage in keystroke logging to monitor what the users say. It's for security purposes, and this is a standard industry practice."	Formal	Providing a formal and clear explanation of the company's data security policies.
15	"My answer to that question should be a no because it came very rapidly. I just want to clarify that."	Formal	explaining and clarifying with polite and formal language.
16	"Our commitment to transparency and user safety is paramount."	Formal	Using formal language to reaffirm commitment to user transparency and security.
17	"TikTok operates under strict compliance with U.S. laws and regulations."	Formal	Delivering official information regarding compliance with laws and regulations.
18	"The safety and security of our users are our top priorities."	Formal	Communicating an official statement regarding the company's

No	Text/Statement	Language style	Explanation
			primary priorities with formal language.
19	"All our user data is stored and processed in compliance with local laws and regulations."	Formal	Conveying information regarding data storage and processing with formal language in accordance with the law.
20	"Our data storage practices are aligned with the highest industry standards."	Formal	Communicating information regarding data storage practices with formal and official language.
21	"Our policies are designed to ensure the highest level of user privacy and data protection."	Formal	Delivering information regarding policy design with formal language emphasizing user data protection.
22	"Our compliance with international standards is a testament to our commitment to data security."	Formal	Communicating information regarding compliance with international standards with formal language emphasizing commitment to data security.

No	Text/Statement	Language style	Explanation
23	"We strictly adhere to all applicable data protection laws and regulations."	Formal	Conveying information regarding compliance with data protection laws with formal and polite language.
24	"Our data storage practices are aligned with the highest industry standards."	Formal	Communicating information regarding data storage practices using formal and official language.

The data found in the Consultative style of language

No	Text/Statement	Language style	Explanation
1	"We have a suite of family pairing tools so that parents can participate in their teens' experience and make the choices that are right for their family..."	Consultative	Plans to enhance transparency and security oversight.
2	"We want TikTok to be a place where teenagers can come to learn, which is why we recently launched a feed that exclusively features educational videos about STEM..."	Consultative	Explanation of TikTok's educational initiatives.
3	"We have plans for this company to report to an independent American board with strong security credentials..."	Consultative	Plans to enhance transparency and security oversight.
4	"We will also provide unprecedented	Consultative	Commitment to

No	Text/Statement	Language style	Explanation
	transparency and security for the source code for the TikTok app and recommendation engine..."		transparency and security in algorithms and source code.
5	"we do publish that in a transparency report I can get my team to get the information to yours thank you"	Consultative	Directing towards technical explanations and deeper interactions, in line with a consultative style.
6	"Congressman I'm answering your question if you give me just a bit of time we we rely on global interoperability and we have employees in China so yes the Chinese Engineers do have access to global data"	Consultative	This language reflects a more open and interactive stance, where technical information is provided for further clarification.
7	"I can assure you that we take data privacy very seriously and are constantly enhancing our security measures."	Consultative	Explaining security policies in detailed language and open for discussion.
8	"Our algorithms are designed to be fair and unbiased, and we are continually refining them based on feedback from our community."	Consultative	Providing technical explanations about algorithms and improvement processes, suitable for a consultative context.
9	"We work closely with experts and regulators to ensure that our practices are	Consultative	Conveying technical information and

No	Text/Statement	Language style	Explanation
	in line with the highest standards of data protection."		collaborating with experts, in line with a consultative style.
10	"We worked with the Digital Wellness Lab, Congresswoman, and at the Boston Children's Hospital, and we came up with a 60-minute default limit for any users under 18."	Consultative	Explaining the steps and collaborations undertaken, providing relevant detailed information.
11	"We do not promote or remove any content on behalf of the Chinese government."	Consultative	Providing information and clarification on company policies in a consultative tone.
12	"Congressman, we built Project Texas in order to safeguard and we listen to the concerns that have been raised and we're building something that's unprecedented..."	Consultative	Explaining projects and efforts undertaken in detail and with a consultative tone.
13	"I think the government devices should have no social media apps to be honest."	Consultative	Expressing opinions based on broader policies with a consultative approach.
14	"We take this issue very seriously, and we are working on ensuring the highest level of data privacy."	Consultative	Conveying seriousness in addressing issues with professional and detailed language.
15	"We are constantly reviewing and	Consultative	Communicating

No	Text/Statement	Language style	Explanation
	updating our policies to comply with international regulations."		information about actions being taken with a consultative approach.
16	"We have established a dedicated team to monitor and respond to security threats."	Consultative	Detailing specific steps taken to address security threats.
17	"We are working closely with third-party auditors to ensure data integrity and security."	Consultative	Detailing collaboration with third-party auditors to maintain data integrity and security
18	"We believe that by working together with regulators, we can build a safer digital environment for everyone."	Consultative	Articulating confidence in collaboration with regulators to create a safer digital environment with a consultative tone.
19	"We've implemented multiple layers of security to protect user data against unauthorized access."	Consultative	Detailing the security measures implemented with a consultative and detailed tone.
20	"We are committed to continuously improving our practices to meet evolving security challenges."	Consultative	Communicating a commitment to continuously enhance security practices with a consultative tone.
21	"We are dedicated to working with	Consultative	Explaining dedication to

No	Text/Statement	Language style	Explanation
	experts to enhance our security measures."		collaborating with experts to enhance security measures with relevant detail.
22	"We continually assess and update our security protocols to address emerging threats."	Consultative	Detailing efforts to continuously assess and update security protocols with a consultative and detailed approach.

The data found in the Casual style of language

No	Text/Statement	Language style	Explanation
1	"I actually met my wife here by the way; she was just born a few miles away from here in Virginia..."	Casual	A casual personal story about meeting with his wife.
2	"My phone is full of well-wishes there; you know, but I prepared for this hearing with my team here in DC..."	Casual	Mentioning preparations for the hearing in a more relaxed and informal tone.
3	"if you spend too much time on our platform can try it if you spend too much time we will actually send you videos to tell you to go out and get some air and get off the pl"	Casual	Using a more relaxed and informal language, reflecting a more casual speaking style.

No	Text/Statement	Language style	Explanation
4	"I really am not sure"	Casual	Casual and simple language, suitable for informal or everyday conversations.
5	"Well, you know, we just try to make sure that our users are having a good experience on the platform."	Casual	Using a more relaxed and informal language, fitting for everyday conversations.
6	"Honestly, I think our users appreciate the transparency we offer."	Casual	Casual and informal language, used in a more relaxed context.
7	"We just want to make sure that everyone feels safe using our platform, that's really important to us."	Casual	Relaxed language indicating good intentions and a desire to maintain user comfort.
8	"It's a great experience."	Casual	Uses casual and informal language, usually used in everyday conversation.
9	"I just want to make sure that I'm answering your question with specifics."	Casual	Demonstrates a relaxed and informal attitude in ensuring that the answer matches the question asked.
10	"I understand where you're coming from,	Casual	Demonstrate

No	Text/Statement	Language style	Explanation
	and we're addressing those concerns."		understanding and response to concerns with more relaxed language
11	"We are on the same page when it comes to safety and security."	Casual	Using more relaxed and informal language to show agreement on security issues.
12	"Yeah, we're making sure that everything is up to the mark."	Casual	Uses casual and informal language to explain the action being taken.

The data found in the Intimate style of language

No	Text/Statement	Language style	Explanation
1	"As a father myself, when I hear about the tragic deaths of people..."	Intimate	Showing personal empathy as a father.
2	"Trust is about actions we take; we have to earn that trust with decisions we make for our company and our products..."	Intimate	Assertion of personal trust and commitment to the company and its products.
3	"I know of many parents uh including one I met recently who actually use our platform to find communities to connect with other parents and learn a lot more i' I've heard amazing stories of creators	Intimate	Expressing personal and emotional language, showing empathy and deeper involvement.

No	Text/Statement	Language style	Explanation
	who have uh difficulties you know"		
4	"I personally have heard stories of that"	Intimate	Language that's highly personal and shows emotional closeness to the topic being discussed.
5	"It really touches me to see how our platform has made a difference in people's lives."	Intimate	Expressing deep and emotional feelings, reflecting a highly personal speaking style.
6	"I've had conversations with users who tell me how much they appreciate the community we've built together."	Intimate	Using language that's extremely personal and emotional, showing a close connection with the users.
7	"It's heartwarming to hear stories from our users about how the platform has positively impacted their lives."	Intimate	Language that demonstrates emotional closeness and a more intimate relationship with users

The data found in the frozen style of language

No	Text/Statement	Language style	Explanation
1	"Thank you chair Rogers ranking member Palone members of the committee thank you for your time..."	Frozen	A very formal expression of gratitude to the committee members.
2	"Congressman I represent Tik Tok here today I can tell you that Tik Tok does not allow illegal drugs."	Frozen	Cold and formal language, not open to discussion.
3	"Congressman respectfully in my opening statement I said this is a private company it's owned 60% by Global Investors three out of the five board members on byte dance are Americans this is a private business and"	Frozen	Formal and steadfast language, akin to a legal statement.
4	"Congressman I stand by my testimony I believe we are the only company that does this we are more transparent than other companies in the industry"	Frozen	Official and highly formal language, rigidly expressing an unchanging stance
5	"Congressman we are committed to transparency that is why we published the transparency report that includes information about how we are protecting the data of our users"	Frozen	Formal and static language, suitable for official contexts.