

## The Construction of Language Variations in the Television Program “Kick Andy” Episode “*Dari Jongos Jadi Bos*” and Its Implementation in High School Indonesian Language Learning

Zahy Riswahyudha Ariyanto<sup>1</sup>, Markhamah<sup>2,\*</sup>

<sup>1,2</sup> Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

### Abstract

The aim of this research is to find out the forms of language variation found in the Kick Andy television program episode “*Dari Jongos Jadi Bos*”, as well as their implementation in Indonesian language learning in high school. The data in this research consist of the transcripts of Andy’s conversations as the host with Daniel Mananta, Julius Surja Djohan, and Jos Oren as guest stars. The data source for this research is the Kick Andy television show episode “*Dari Jongos Jadi Bos*”. The technique used to collect data involves listening and taking notes. The results of this research found: 1. Forms of language variation in the Kick Andy television program episode “*Dari Jongos Jadi Bos*” include: Results of analysis of forms of language variation in the language variations in the Kick Andy television program episode “*Dari Jongos Jadi Bos*” include: ( 1) There are 40 language variations in terms of speakers, namely: 13 dialects, 22 chronolects, 4 acrolects and 1 vulgar form; (2) there are 19 variations of formal language consisting of 2 formal varieties, 13 informal varieties, 2 business varieties, and 2 familiar varieties; (3) there were 12 variations of language used in the field of education; and (4) language variations in terms of means, namely orally, and can be implemented in Indonesian language learning in high school, both the 2013 curriculum and the independent curriculum. Research on language variations in the Kick Andy program increases knowledge and input for Indonesian language learning in high school.

Keywords: Language Variations, speech titles, Indonesian language learning

### Introduction Section

Language variations are a manifestation of the diversity of languages used by society in everyday life. These variations can occur due to various factors, such as geographical, social, and cultural differences. Language serves as a tool for communication between individuals and groups (Noermanzah, 2019). It’s essential for individuals to understand the language used by their interlocutors. In Indonesia, several languages exhibit differences in vocabulary and meaning across regions. Various regions, such as Javanese, Balinese, Sundanese, Batak, and others, have their own regional languages, which are commonly used by the respective communities. However, regional languages may not be universally comprehensible when communicating with individuals from different regions. Therefore, the Indonesian state has established an official national language to facilitate communication among its diverse citizens. Indonesian, as the national language, serves as a unifying language for all Indonesians, transcending ethnic and cultural boundaries.

Indonesian is the official language of the Indonesian nation, designed to facilitate communication among all Indonesian citizens. Language serves as a communication medium for interaction, collaboration, and expression of individual identity within a community. Members of society who utilize a language often come from diverse social statuses and cultural backgrounds. These differences can lead to variations in language use among community members during communication (Muliawati, 2017).

The discussion in this research focuses on television programs. Television is a telecommunications medium that presents moving images with sound. Television media serves various purposes, including information-seeking through programs like *Liputan 6* (SCTV) and *Seputar Indonesia* (RCTI) news; knowledge enhancement and broadening insights through talk shows like *Mata Najwa* (Metro TV), *Kick Andy* (Metro TV), *Jejak Petualang* (Trans 7), *Jejak Si Gundul* (Trans 7), *Varietas Indonesia* (Trans 7), *I LOOK* (NET TV), and *Indonesia Bagus* (NET TV); entertainment through soap operas like *Catatan Hati Seorang Istri* (Indosiar), cartoons like *Upin-Ipin* (MNC TV), *Si Entong* (MNC TV), and *Doraemon* (RCTI); as well as music programs like *INBOX* (SCTV) and *Dahsyat* (RCTI).

This research delves deeper into television programs, particularly talk shows. According to Rahmawati and Sumarlam (2016), a talk show is a program on radio or television where the content revolves around a specific topic, featuring guest

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\* Corresponding author: [mar274@ums.ac.id](mailto:mar274@ums.ac.id)

stars guided by a presenter. Typically, talk shows invite guests who are prominent figures with achievements, uniqueness, extensive experience, or are considered idols and public figures based on related news.

The talk show that will be used in this research is the Kick Andy Talkshow which is one of Metro TV's flagship programs which airs every Sunday at 20.00 WIB. Kick Andy began broadcasting on March 1 2006. This program is hosted by a host named Andy Flores Noya with a relaxed but meaningful delivery. This event displays life stories that are informative, inspiring and educative. The aim of this talk show is to provide knowledge to the public about inspiring guest star stories that have an impact on someone's life. This event invites guests who have exciting stories about the lives of Indonesian people and are not limited by profession. In hosting the event, Kick Andy spoke with a unique style of language and character. In his presentation, the host of Kick Andy has a unique character and language style. In every case, questions that are direct but not sarcastic actually invite laughter, and the interviewees feel comfortable when answering questions.

Sociolinguistics is a branch of linguistics that examines the relationship between society and language. Sumarno (in Arip Sanjaya, et al., 2018: 112) argues that in sociolinguistic studies, one can begin with societal issues and then incorporate language, or conversely, start with language and connect it to societal phenomena. One aspect of sociolinguistics is language variation. Rahwamati and Sumarlam (2016) define language variation as a type of language use adapted to function and situation while adhering to the fundamental rules of the language in question. Language variation can be categorized into (1) variations based on speakers, (2) variations based on usage, (3) variations based on formality, and (4) variations based on the means of communication.

Sociolinguistics is an interdisciplinary scientific discipline that investigates language within the context of its societal usage (Chaer, 2004:2; Suwito, 1985:2). This field encompasses the examination of social structures and processes, including societal changes (Alwasilah, 1993:1). The study of social structures and processes inherently involves two key aspects of human behavior: language use and the organization of human conduct (Fishman, Giglioli, 1972, as cited in Ohoiwutun, 2007: 9). Within interactive social environments, language use gives rise to diverse linguistic situations. The interplay between different languages significantly influences these situations, as noted by Bram and Dickey (as cited in Ohoiwutun, 2007: 9). Sociolinguistics seeks to elucidate humans' proficiency in applying language rules appropriately across varied contexts. Nababan (1986) further developed this concept by emphasizing studies concerning language speakers within society, noting the emergence of specific social contexts that prompt the use of diverse linguistic forms in varied environments. Hartmann and Stork (1972, as cited in Alwasilah, 1993, p.37) observed that groups of individuals often residing in the same locale tend to use the same variety of language or standard dialect. Within such groups, agreements and language usage rules are established, often reflecting cultural norms within the community (Sumarsono, 2002; Wijana, 2010, p.11). Consequently, it can be inferred that every individual belongs to a speech community characterized by a particular dialect. Individuals with a broad linguistic repertoire can communicate across various dialects or language varieties. Hartmann and Stork categorized these language variations based on (a) the geographic and social background of the speaker, (b) the medium of communication, and (c) the subject matter (Chaer and Agustina, 1995, p.81).

Language variation encompasses differences in language use observed among various groups or individuals. This phenomenon spans multiple linguistic dimensions, including vocabulary, grammar, intonation, and communication style. Social context serves as a primary factor driving language variation (Chambers et al., 2013). Individuals naturally adapt to their surroundings, which is manifested in their linguistic choices. For instance, in formal settings like the workplace, individuals often employ more formal language, whereas in informal settings like casual conversations, language use tends to be more relaxed and colloquial (Volkova et al., 2013).

Language variations are also influenced by geographic and cultural factors. Pronunciation, accent, and word choice may differ across various regions or ethnic groups, resulting in distinct linguistic variations (Woolard, 1985). These variations serve as expressions of cultural and social identity. Awareness of language diversity is crucial as it promotes respect for linguistic differences and prevents stereotyping or prejudice against particular language groups. By acknowledging and comprehending language variations, we can cultivate an inclusive environment and appreciate the cultural diversity present within society (Giles & Rakic, 2014).

The episode titled '*Dari Jongos Jadi Bos*' of the talk show Kick Andy was broadcasted on January 4, 2019, at 20:15 WIB on Metro TV and subsequently re-uploaded on February 7, 2019, on YouTube by the *MetroTVnews* YouTube account. This particular episode was selected for research due to its inspiring narrative, which resonated with many viewers. The conversations between Andy Flores Noya and the guest speakers during the talk show were characterized by informal language use, featuring numerous language variations. Hence, the researcher opted to analyze the discourse of this Kick Andy episode to explore the diverse forms of language employed in the talk show.

Television programs play a significant role in shaping individuals' thoughts and perspectives (Hijrah et al., 2023). Among these programs, "Kick Andy" stands out for its compelling narratives and transformative content. One noteworthy episode, titled "*Dari Jongos Jadi Bos*," chronicles the life journey of an individual who transitioned from being a household assistant (*jongos*) to achieving success as a boss. This episode exemplifies an intriguing portrayal of language variations that mirror shifts in social status and life experiences. Analyzing the utilization of language variations in this context can positively contribute to students' comprehension of linguistic diversity and societal dynamics (Wahyuni, 2015).

The background behind the selection and research of the phenomenon of language variation construction in the episode '*From Jongos Jadi Bos*' on the Kick Andy television program is pertinent due to the program's frequent display of diverse language variations. This particular episode showcases the inspiring narrative of a successful entrepreneur hailing

from a humble family background. The utilization of language variations by both the speakers and the host presents an intriguing area for investigation. Language variation, viewed as a reflection of social and cultural interactions in everyday life, significantly contributes to our understanding of society, particularly among high school students.

The importance of understanding language variation, which can be triggered by geographical, social and situational factors, is the main basis for selecting this research topic. Television media as an effective means of conveying information and messages is considered a strategic forum for introducing language variations to the public, especially high school students. Through this research, it is hoped that an analysis of the construction of language variations in the Kick Andy program can be found which can then be implemented in Indonesian language learning at the high school level. It is hoped that a deeper understanding of this phenomenon can make a significant contribution to the development of high school Indonesian language learning and increase students' understanding of language diversity in the context of everyday life.

The integration of language variation analysis results from the episode 'From Jongos Jadi Bos' into Indonesian language learning in senior secondary schools (SMA) holds significant importance. Indonesian language education should not only focus on formal grammar aspects but should also offer insights into real-life language usage across diverse social contexts. By incorporating content such as the 'Kick Andy' episode, learning experiences can expose students to the richness of linguistic diversity encountered in everyday communication. This approach enhances students' comprehension of language diversity and acquaints them with appropriate language use tailored to specific communication settings.

The integration of the concept of language variation from the episode '*Dari Jongos Jadi Bos*' into Indonesian language learning in high school not only fosters a more comprehensive understanding of language as a medium of communication but also broadens students' awareness of the diverse social realities surrounding them. This research aims to explore how the depiction of language variations in the context of the television program 'Kick Andy' can be effectively integrated into Indonesian language learning at the high school level. It is hoped that such integration will positively impact the development of students' linguistic literacy and cultural understanding (Aulia, 2014).

Previous research on language variations includes Budiono's (2015) investigation into language variations in the Banyuwangi district, focusing on dialectology. Rahmawati and Sumarlan (2016) explored language variations in the 'Kick Andy' show, specifically in the episode '*Ngelmu Until Death*'. Setiawati (2019) conducted research on language variations in informal situations among students of the Indonesian Language Education Study Program at Tadulako University. Wati et al. (2020) examined language variations in the Mata Najwa Talk Show during the March 2016 period and their implications for Indonesian language learning in high school. Additionally, Nugrawiyati (2020) conducted an analysis of language variations in the novel '*Fatimeh Goes To Cairo*'.

Ramendra (2013) researched "Variations in Language Use in Speech Communities Singaraja City". The results of this research are that in the Singaraja City community there are three variations of language related to the topic of discussion. The tri-dynasty group of speakers with dominant ages and different occupations use *alus* as a widely used form of variation. Meanwhile, variations in the use of Indonesian are widely used among teenagers from middle to upper social (occupational) classes, *tri wangsa* and *jaba*. Finally, the use of general language is more dominated by the *Jaba* group from the type of work and older age is more dominant. This change in the use of different languages is closely related to the identity that the subject (speaker) wishes to express. What this research has in common is that both of them research forms of language variation. The difference in this research is that there are differences in the research objects studied. The object of my research uses the television show Kick Andy episode "*Dari Jongos Jadi Bos*" while the object of this research is speech in the people of Singaraja City.

Rahayu (2015) researched "Cultivating Good and Correct Indonesian Language in Education and Teaching". The results of this research state that the steps and efforts that can be taken to maintain a good and correct form of Indonesian are 1. Avoiding the use of slang and instilling a love and understanding of Indonesian in the nation's generation that Indonesian is the national language, 2. The existence of real action from all parties towards the existence of the Indonesian language, 3. Providing direction to the community, especially the successors of this nation, to prioritize the use of the Indonesian language, 4. Instilling a spirit of unity and oneness in the nation's generation to strengthen the Indonesian nation by using the Indonesian language, 5. The government emphasizes the use of the Indonesian language. Indonesian language in Indonesian-produced films, 6. Improving Indonesian language teaching in schools and universities, 7. Using mass media to foster positive attitudes towards the Indonesian nation. Both studies investigate Indonesian language teaching, yet they differ in their research objectives. My research focuses on teaching Indonesian language specifically at the high school level, while Rahayu's research aims at broader efforts in teaching Indonesian language across various contexts.

Junaidi, et al (2016) conducted research on "Variations of Riau Malay Lexical Innovation in Pulau Merbau District". The results of this research show that there are similarities and differences in the lexical Malay language used by various villages in Pulau Merbau District. From the list of questions that have been created, it was found that there are many lexical similarities in the languages used in Pulau Merbau District and the existence of the same forms of lexical variation is influenced by the distance between neighboring villages. Both studies investigate forms of language variation, yet they differ in their research objects. My research focuses on analyzing language variation in the 'Kick Andy' television show episode 'From Jongos Jadi Bos,' whereas Junaidi et al.'s research examines the Riau Malay dialect used by the people in Pulau Merbau District.

Rahmawati and Sumarlan (2016) researched "Language Variations in the Kick Andy Show in the Episode '*Ngelmu Until Death*'. The results of this research are that in the Kick Andi Episode "*Ngelmu Until Death*" there are variations in

language, including in terms of formality, speakers, usage and means. The forms of variation are 1) variations in terms of formality using casual and familiar styles, 2) variations in speakers are often colored by Betawi and Batak dialects, 3) registers in the field of education are colored by variations in usage, 4) verbal means are used in variations of means in this broadcast. Both studies investigate forms of language variation, yet they differ in their research objects. My research focuses on analyzing language variation in the television show Kick Andy episode "*Dari Jongos Jadi Bos*", whereas Rahmawati and Sumarlam's research examines language variation in the Kick Andy show episode "Ngelmu Until Death".

Muliawati (2017) conducted research on "Variations of slang among UNSWAGATI students of the Indonesian language and literature education study program in 2016." The results of this research indicate that 60 out of every 80 students consider the use of slang less important for language proficiency, with only 44 out of 80 students frequently using slang in their communication. Moreover, when it comes to prioritizing language use, students tend to prefer Indonesian in formal settings or at home. Both studies focus on exploring forms of language variation. However, they differ in terms of their research subjects. My study investigates the language featured in the "Dari Jongos Jadi Bos" episode of the television show Kick Andy, while Muliawati's research centers on the language used by students at Swadaya Gunung Jati University, Cirebon, in their everyday communication.

## Research Methods

The research conducted here is qualitative and descriptive in nature, involving the analysis of data. According to Satoto (in Rohmadi and Yakub, 2017: 173), qualitative analysis techniques include descriptive methods that involve telling, explaining, giving, analyzing, and interpreting. The focus of this study is on language variations observed in conversational speech between Andy Flores Noya, the host of the Kick Andy talk show, and the guest stars Daniel Mananta, Julius Surja Djohan, and Bernardus Yosep Te Victoria (Jos Oren), featured in the episode "*Dari Jongos Jadi Bos*" of the Kick Andy television show. The research subject is the specific episode of the show.

The research employs a descriptive qualitative approach, aiming to provide an in-depth understanding of the identified aspects within the research scope. The primary goal is to offer a detailed description of linguistic elements observed in the "Kick Andy" show. This study is categorized as basic research, which seeks to comprehend a problem with a focus on theoretical insights. This aligns with the research objective of providing readers or the public with a deeper understanding of linguistic aspects within the "Kick Andy" program.

The data utilized in this research consists of transcripts of conversations between Andy Flores Noya, the host, and the guest stars Daniel Mananta, Julius Surja Djohan, and Bernardus Yosep Te Victoria, also known as Jos Oren. These conversations were part of the Kick Andy television show episode titled "Dari Jongos Jadi Bos".

Data collection was facilitated through the listening and note-taking technique. Given that the data was in video format, listening served as the primary means of data collection. Subsequently, the research data, containing language variations in the conversation, was recorded, and relevant objects for the research were noted down. To ensure data validity, a data triangulation technique was employed. This involved re-checking the obtained data to confirm its accuracy and consistency.

In this research, the analysis technique employed is the matching research method. Sudaryanto (2015) defines the matching method as an analysis approach that utilizes determining tools external to the language itself. This method allows for an examination of linguistic elements beyond the language being studied.

The approach used in this research is a sociolinguistic approach. The sociolinguistic approach is an approach that studies language in a social context. This approach is used to analyze the construction of language variations in the Kick Andy television program episode "*Dari Jongos Jadi Bos*". The data analysis technique used in this research is a qualitative descriptive analysis technique. Qualitative descriptive analysis technique is a data analysis technique that is carried out by describing data qualitatively.

## Results And Discussion

Language variation is a common phenomenon in society. Language variations can occur due to various factors, such as geographical, social and situational factors. In television programs, language variations can also be found Afdhaliyah, R., & Haq, SC (2021). Language variations in television programs can be used for various purposes, such as to enrich program content, to attract audience attention, or to create a certain impression (Latief & Utud, 2017).

The Kick Andy television program is a television program that often displays language variations. In the episode “*Dari Jongos Jadi Bos*”, the Kick Andy program tells the inspiring story of a successful entrepreneur who comes from a humble family. In this episode, there are various variations of language used, both by the speakers and by the host.

Kick Andy is a talk show program hosted by senior journalist Andy F. Noya on the Metro TV television station. This program was first broadcast on March 1 2006, and until now, Kick Andy has become one of the shows that is very popular and provides inspiration for the Indonesian people. This show is routinely broadcast every Friday at 20:05 WIB and gets re-aired on Sundays at 13:30 WIB.

The style and method of delivery in this program is similar to the Oprah show hosted by Oprah Winfrey. In fact, initially, Andy F. Noya was doubtful whether he could host this event. Kick Andy features real life stories that are informative, educational and inspiring. The invited guests or speakers come from various circles without any particular restrictions, so this event presents a variety of interesting and unexpected stories about the lives of people throughout Indonesia.

In its implementation, Andy F. Noya as the host of the event has a unique and distinctive character and language style. In asking questions that are direct, formal, and honest but not sarcastic, he sometimes invites laughter, creating a comfortable and open atmosphere for the interviewees in answering these questions.

To conclude the event, Kick Andy often distributes free books written by well-known figures and best sellers to the audience present in the studio. Sometimes, this event also invites bands, solo singers or musicians. On the official Kick Andy website, Bung Andy (Andy F. Noya's nickname) stated that the basic concept of the show is to hone the hearts of the audience.

Literacy on the number dimension which focuses on language variations explains that various forms of language variations are used by speakers and interlocutors in this show. The main speaker in the dialogue is Andy F. Noya as host of Kick Andy, Andy as host with Daniel Mananta, Julius Surja Djohan, and Jos Oren as guest stars.

The rich variety of language forms is proof of the speaker's literacy abilities, especially in the field of linguistics. Andy F. Noya, as a host who has been involved in the world of entertainment for a long time and has met many figures from various circles, has the ability to use various languages or is multilingual.

Top of Form Based on this background, this article will discuss the construction of language variations in the Kick Andy television program episode “*Dari Jongos Jadi Bos*”.

The results of research analysis on language variations used by Andy Flores Noya, Daniel Mananta, Julius Surya Djohan and Bernardus Yosep Te Victoria (Jos Oren) are as follows.

### **Language Variations in terms of Speakers**

There are several forms of language diversity in the conversations between Andy and Daniel Mananta, Julius Surja Djohan, and Jos Oren in the form of dialect, chronolect, and sociolect.

#### ***Dialect***

In the Kick Andy event, the atmosphere was very relaxed, which could be seen from the conversations between the presenters and resource persons. The use of vocabulary in this variety of casual language is full of dialectal lexical elements. The dialect found in the data above is the Betawi dialect.

Data (1) OB: Oh yes sir, sorry sir, wait outside, I 'll finish this first.

completion words contained in this data were formed due to the influence used by the speakers in the form of the Betawi dialect. The addition of the suffix -in to the basic word "finished" shows the special characteristics of the Betawi dialect. The word completion has the same meaning as the word "finish" in Indonesian.

Data (2) A: Ooo....modifying the motorbike like we saw Mr Jokowi riding a motorbike like that, you want to make the motorbike? Modifying the motorbike?

The use of the word make used in this data is one of the Betawi dialects that is often used by the people. The word *bikin* has the same meaning as the word "*buat*" in Indonesian.

#### ***Chronolect***

According to Sumarno (in Lina Suryani, et al, 2018: 64). explains that one form of language variation that can be limited by factors related to time is chronolect. Chronolects are language varieties differentiated based on specific time periods. The use of chronolect in the Kick Andy episode “*Dari Jongos Jadi Bos*” is dominated by the use of foreign language vocabulary, more specifically English. The following are the results of the analysis of chronolect variations.

Data (3) A: Mas, sir, sir, sorry , the event has started!

The word sorry is English vocabulary which, when translated into Indonesian, means "sorry". This expression is usually used to express a request or regret. The use of English in Andy's speech is called *chronolect* because currently the use of foreign languages, especially English, is a form of language use that is commonly used today.

Data (4) OB: I want to be a Bioder Customer for Indonesia, modifying motorbikes.

The use of the English vocabulary customer if translated into Indonesian means "customer". The word customer in the context of the speech expressed by Mr. Fauzy means making modifications to the motorbike according to the customer's wishes. In this speech there is English vocabulary which is a form of language use that is often used today.

### *Sociolect*

In the opinion of Chaer and Agustina (in Lina Suryani, et al, 2018: 64) they say that *sociolect* or social dialect is a form of language variety that is related to the position , group and level of society of its speakers. Based on research conducted on the Kick Andy episode "Dari Jongos Jadi Bos" it was found that several forms of *sociolect* were divided into several forms, namely *acrolect* and *vulgarity*.

### *Acrolect*

*Acrolect* is a form of language that has a higher value than other forms. It can be concluded that the community group that uses *acrolect* certainly has a more respected position than other community groups. There are 4 forms of *acrolect* found in this research. The results of the analysis of the *acrolect* forms that have been found are as follows:

Data (4) Daniel Mananta: Yes. Good job .

The use of the English word good job in this data is a form of *acrolect*. The word good job when translated into Indonesian means "good job". Said good job It is called an *acrolect* because the use of English vocabulary is seen as a prestigious language. Rahma (in Lina Suryani, et al, 2018: 64) states that *acrolect* is the realization of a language that is seen as more prestigious or higher than other varieties . Generally, people who can speak English are considered smart and intelligent.

Data (6) A: Thank you, I hope you are inspired and on our front screen there are the names of the winners of the 12 "Damn I Love Indonesia " T-shirts, which correspond to charity and worship.

The use of the English sentence Damn I love Indonesia contained in this data is classified as a form of *acrolect*. The phrase Damn I Love Indonesia means "I Love Indonesia" when translated into Indonesian. The sentence Damn I Love Indonesia is an *acrolectic* expression because it uses English vocabulary which is considered an international language.

### *Vulgar*

Rahma further (in Lina Suryani, et al, 2018: 65) states that people who are less educated in language tend to immediately express that is, without considering the form of language. Therefore, the language used is language with harsh words or in the form of curses. In the Kick Andy episode "Dari Jongos Jadi Bos" there is 1 form of *vulgarity* with the following analysis:

Data (7) Bernardus Yosep: More or less my in-laws belittle me basically " How do you support your children, your family, you can't even support yourself".

The sentence uttered by Bernadus Yosep above is a vulgar form of insults delivered by his in-laws before he became as successful as he is today. In the sentence How do you support your children, your family, even to support yourself, it cannot contain swear phrases which cause the sentence to be classified as vulgar.

## **Language Variations in Terms of Formality**

### *Formal/Official Variety*

The data above contained in the Kick Andy episode "Dari Jongos Jadi Bos" has been found in various forms of formal/official language. After analyzing the data, there are 2 forms of formal/official language as follows:

Data (8) A: Let's welcome Julius Djohan.

The use of the sentence, let's welcome Julius Djohan, is a form of formal/official language. This is because the use of the words let's welcome is a standard sentence that is usually used at official events or in official speeches.

Data (9) A: Please sit down Jos!

In this data there is the word please which is usually used in official events or official speeches. The word please is used to express a command word subtly. The speech used is standard, polite and uses complete sentences.

### *Non-Formal/Casual Variety*

Casual language is a form of language that is used in relaxed situations. Chaer and Agustina (in Lina Suryani, et al, 2018: 66) reveal that the relaxed variety is a form of language that uses a lot of allergo with shortening of words. Apart from the

presence of allergy elements, dialect lexical elements and regional language elements also influence the existence of this form of casual language:

Data (10) A: This event is suitable for you, because don't go home yet. Mop That's it, today you have the honor to sit in the audience.

The word *ngepel* is an incomplete form of writing. If converted into the correct form of Indonesian writing, the word *ngepel* will become "mepel". The removal of the prefix *me-* which occurs in the word *ngepel* is influenced by the Javanese dialect.

Data (11) A: But, now my guests are successful in their lives and careers.

The word *but* is a form of relaxed variety. The word *but* comes from the word "but" but has been shortened to a word called *allergy*. *Allergo* is a characteristic form of casual speech.

### ***Variety of Businesses***

Various forms of business language are forms of language that are often used to discuss matters regarding school, meetings or conversations that tend to refer to production or results. The data and results of the analysis of various forms of business in the Kick Andy episode "Dari Jongos Jadi Bos" are as follows:

Data (12): Daniel Mananta: Selling t-shirts, selling clothes.

The speech delivered by Daniel Mananta is one form of business. Variety of business is a form of language variation used to refer to a result or effort. The context of Daniel Mananta's speech shows a variety of businesses because of the use of the word *sales* which is a business in the field of buying and selling.

Data (13): Daniel Tumiwa: I see he got a much better school than everyone who pays a lot for school, namely the environment, right?

The word *pay* used in this speech is a form of business. The word *paying* refers to activities related to exchanging money or goods for something desired. The context of the word *pay* in this speech is connected with school affairs, which indicates that this speech is a form of business.

### ***Familiar Variety***

Casual language is the language used when talking with close friends, family and relatives. In the Kick Andy episode "Dari Jongos Jadi Bos" several familiar forms were found. The familiar forms found tend to be calls addressed by someone. Form a familiar variety in the following speech.

Data (14): Daniel Mananta: Yes, this is serious. And to be honest, I'm not good at selling, but I'm good at presenting. I really like presentations, almost every day I present to people like that. It turned out that the test was 5 minutes in the MTV casting room, the producer looked at it and immediately said, "Wow, your presentation is really good, you really know how to talk!"

use of the word *elo* said that at that time he was talking to the MTV producer where he previously worked as a VJ. Daniel and the producer have met often so they are quite familiar. By using the word *elo* in speech, data (59) shows that there is understanding between the speaker and the speech partner.

Data (15): Daniel Mananta: This means that I have started to be kicked out by Mas Andy.

Mas Andy's call in data sentence (15) shows the closeness between Daniel Mananta and Andy Flores Noya. This agrees with Aslinda and Syafyahya (in Lina Suryani, et al, 2018: 66) who explain that familiar varieties are "a form of language variation that is often spoken with friends, family and relatives. Daniel's call Mas shows his respect for Andy as an older person. The word *Mas* means a word of greeting for a brother who is considered older.

### ***Language Variations in Terms of Use***

According to Rahmawati and Sumarlam (2016: 139) Language variations related to their use, use or function are called functionalities, varieties or registers. This variety of forms is negotiated according to the field of use, level of formality, style and means of use. Language variations based on the field of use relate to the language being used for certain purposes or fields, for example in the field of fisheries, education, literature and so on. The form of register that appears in this speech refers to the field of education as follows.

Data (16) Daniel Mananta: In high school , I really liked multilevel marketing presentations.

The use of SMA shows the use of language in the field of education. The word SMA indicates a level of secondary school education.

Data (17) Daniel Mananta: Yes, I was in high school from 1995 to 1998, 1998-2002, maybe at university .

The use of the University shows the use of its language in the field of education. University indicates the level of education after high school.

## **Implementation In High School Indonesian Language Learning**

The implementation of language variations from the television program "Kick Andy" episode "*From Jongos Jadi Bos*" in Indonesian language learning in high school has great potential to enrich students' learning experiences. In this episode, changes in the main character's social status are depicted, which creates variations in language that describe his life journey. Implementation begins by utilizing this episode as a learning resource, where students are invited to analyze and identify the language variations that emerge.

Another step in implementation involves collaborative class discussions. Students are given space to share their views on the use of language variations in the various social contexts depicted in the episodes. This discussion not only opens students' insight into language diversity, but also stimulates their critical thinking regarding the impact of social change on everyday language use.

Furthermore, implementation includes the development of context-based learning activities. Students are given the opportunity to apply their understanding through learning material activities comparing and producing film or drama texts. This not only improves language mastery, but also develops students' communication skills in various real-life situations. Implementing this language variation of the "Kick Andy" program in high school not only makes learning Indonesian more interesting, but also helps shape students' understanding of the richness of language in diverse social contexts.

The language variations used in the Kick Andy television show episode "*Dari Jongos Jadi Bos*" can be used as teaching material in high school. Its relationship to Indonesian language learning in high school can be implied by KD 1.1 Being grateful for God's gift for the existence of the Indonesian language and using it according to the rules and context to unite the nation.

The language variations in the television show Kick Andy episode "From Jongos Jadi Bos" can also be implied by learning material to compare and produce film or drama texts. The Kick Andy television show episode "From Jongos Becomes a Boss" is appropriate, because it contains a diversity of languages, including regional languages inserted in one of the utterances, official languages, unofficial languages, and educational languages. By observing these language variations, students can learn to use Indonesian properly and correctly.

If you use the independent curriculum, the language variations used in the Kick Andy television show episode "*Dari Jongos Jadi Bos*" can be used as teaching material in high school. The connection to Indonesian language learning in high school can be implemented with Phase F Learning Outcomes with the Speaking and Presenting element "Students are able to present ideas, thoughts and creativity in language in the form of monologues, dialogues and speeches logically".

In accordance with the content in the language variations used in the Kick Andy television show episode "*Dari Jongos Jadi Bos*", students will learn about the construction of language variations that can be used in talk show forums and other discussion forums. Students can develop speaking skills, understand interlocutors, as well as understanding the communication context. Learning steps that integrate language variations in dialogue or drama practice in high school.

### **Stage 1: Preparation**

- 1) The teacher introduces the concept of language variation to students.
- 2) The teacher explains the importance of understanding language variations in dialogue or drama practice.
- 3) The teacher gives examples of language variations in dialogue or drama.

### **Stage 2: Practice**

- 1) Students are divided into several groups.
- 2) Each group is given a dialogue or drama script.
- 3) Students are asked to analyze the variations in language used in the text.
- 4) Students are asked to discuss the results of their analysis.

### **Stage 3: Staging**

- 1) Students are again divided into several groups.
- 2) Each group is asked to perform the dialogue or drama that has been analyzed.
- 3) Students are asked to use variations of language that suit the character and background of the characters in the dialogue or drama

The implementation of this content in learning provides opportunities for students to better understand and appreciate language diversity in social contexts, as well as understanding the good and correct use of Indonesian.

## **Conclusion**

Based on the results of the research and discussion above, it can be concluded that the language variations in the Kick Andy television program episode "*Dari Jongos Jadi Bos*" include: (1) language variations in terms of speakers, there are 40 forms consisting of 13 dialect forms, 22 chronolect forms, 4 data on acrolect forms and 1 vulgar form; (2) there are 19 formal language variations, consisting of 2 formal varieties, 13 informal varieties, 2 business varieties, and 2 familiar varieties; (3) there were 12 variations of language used in the field of education; and (4) language variations in terms of means, namely verbally.

The language variations in the episode "*Dari Jongos Jadi Bos*" from the television program "Kick Andy" and its implementation in Indonesian language learning in high school, can be concluded that the use of material from the real



world, such as television programs, has a positive impact on learning. This episode succeeded in depicting changes in a person's social status and created variations in language that reflected his life journey.

Implementation of this content in learning provides opportunities for students to better understand and appreciate language diversity in social contexts. The implementation of language variations of the "Kick Andy" program in high school opens up space for in-depth discussions about the concept of language as a dynamic communication tool.

Students are not only invited to identify language variations in real contexts, but also to reflect on the impact of social change on language use. This creates learning that is more contextual and relevant to the realities of students' lives. The integration of language variations from television programs into Indonesian language learning in high school makes a positive contribution to the development of students' linguistic literacy.

This kind of learning not only forms a comprehensive understanding of language diversity, but also stimulates students' creativity in applying language in various situations. Therefore, this approach can be considered an innovative step in enriching students' learning experiences at the high school level. The results of this study can be applied as Indonesian language teaching material in high school, both in the 2013 curriculum and the independent curriculum.

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