

THE LANGUAGE STYLE USED BY ELON MUSK IN “ENGLISH SPEECH: FUTURE, A.I., AND MARS”

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Abstract: Language style has an important role because interaction cannot go ahead if one does not speak the right style according to the situation. Furthermore, sometimes, there are still errors in language that are not adapted to situations when communicating in everyday life. This research aims to discover the types and functions of the language styles used in Elon Musk’s speech. The method used is descriptive qualitative. The object of this research is Elon Musk’s speech in the form of a transcript of a video from the YouTube channel entitled *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*, which was released in 2018. The result shows that three types of language styles have been found: casual, consultative, and formal. Six functions have been found in this speech: referential, directive, expressive, phatic or social, poetic, and metalinguistic functions. Learning language style is very important as people can communicate with others according to where and with whom they speak so that the listener quickly understands the conversation.

Keywords: *Elon Musk, language style, linguistic, speech, spoken language*

INTRODUCTION

Language is a system of communication between speakers and listeners that produces and interprets expressions and knowledge (Berwick et al., 2013). Basically, people have the instinct to communicate with other people in the surrounding community. They communicate to convey an idea or thought to others. Communication can be in spoken or written form. In communication using spoken form, one usually uses a different style because it adjusts to whom he is talking to or in what situation he is speaking (Rina,

2021). For example, a president who speaks at a public meeting does not use language with an intimate style, but he uses language with a formal style.

There are some reasons why using different styles of language is important. First, language style can determine whether social interaction runs smoothly or not and can make communication with other people work in the right way (Haqqo, 2016). Therefore, the listener knows whether the atmosphere of the interaction is serious, humorous, dubious, or any possible senses. The second reason is that language style can help a person in developing and maintaining relationships with other people. According to Jakic et al. (2017), looking at the interaction between two people, the interlocutor adjusted the language style used by the interlocutor to increase trust, either adopting the interlocutor's language style or using their style during the interaction process and it is evidence on how the style of verbal communication factors into crowd funding success (Parhankangas & Renko, 2017).

Based on the statement above, it can be concluded that language style is important to learn because interaction cannot go ahead if one does not speak the right style, which is according to the situation. Besides, the researcher is interested in analyzing language styles because sometimes there are still errors in the use of language that are not adapted to situations when communicating in everyday life, such as someone who uses some formal vocabulary when talking to their friends. This research is expected to make people understand how to use language style to communicate and when to use language style based on the situation.

Dealing with language style, there are several studies related to the topics that were discussed by the researcher. The first previous research on this topic is done by Rasyidi (2022), which only analyzed the formal language in a speech by Mark Zuckerberg. Meanwhile, this research analyses Elon Musk's expressions in different contexts, whether using frozen style, formal style, consultative style, casual style, or intimate style. Elon Musk is a famous entrepreneur from America. Even though the previous research was perfect, there is a deficiency in this research, in which the researcher has not studied the speech as a whole, in terms of frozen style, formal style, consultative style, casual style, or intimate style. Thus, this research analyzed the overall language style of the speeches.

In addition, another previous research that discusses language style analysis is done by (Bethan, 2010). The previous research focused on analyzing the types of language styles and the most dominant type in the speech, while this research focused on analyzing the types of language styles and the functions of language styles used in Elon Musk's speeches.

Another previous research that has similarities with this research is done by (Putra & Rosa, 2019). The difference with this research is that the previous research used a quantitative research method, while this research used a qualitative method. Besides, the previous research focused on analyzing the types of language styles and the most dominant type in speech, while this research focuses on analyzing the types of language styles and the functions of language styles used in Elon Musk's speech. This research aims to examine how the speaker has used language styles according to the context. Therefore, the research aims are to dig out the kinds of language styles used in Elon Musk's speech and elaborate the functions of language styles used in Elon Musk's speech.

REVIEW OF LITERATURE

Language Style

Some people have a special style of presenting information. Language style is the way a person conveys information in interesting language, both orally and in writing, to give a good impression to each listener or reader. It is very important for some people to express their thoughts or ideas (Ningsih, 2023).

Language style refers to how language is pronounced by choosing certain words in the communication process with other people (Müller-Frommeyer et al., 2020) and it is explicitly taken to be a general cognitive category affecting all levels of language, from phonetics (including intonation) through word choice, syntax, and discourse structure (Shapiro & Shapiro, 2017).

Language style is a way of communication used to build connections and communicate with humans in society (Sapriani et al., 2013). Basically, people require other people to communicate their ideas, emotions, and feelings because humans are social creatures. The result of this process is interaction between people. People utilize different language styles during communication depending on the context of the

communication. Therefore, whether the speaker is in a serious, hilarious, or other scenario, the listener understands and interprets what the speaker is saying.

Ningsih (2023) said that language style is employed according to its intended purpose, the context of the conversation, and who is speaking. These variations are significant when interacting with members of the public because language style choices facilitate understanding of the topic of conversation issue between the speaker and the listener. As a result, language style can be defined as a person's natural way of conveying feelings, thoughts, and ideas to other people through communication.

Functions of Language Styles

Language style has six functions according to Tribus (2017) as follows:

1. Referential function. It is used to convey specifics about an event, item, or state of mind, also known as the message function. The referential function's objectives are to characterize, clarify, or contrast a subject, an object, or the process that defines how something operates, or to identify opportunities, likelihoods, or capacities for carrying out an action. The example is expressing the possibility that it will rain today.
2. Directive function. It is used to make a request or order to someone so that the person receiving the message does something. This function is usually marked with an imperative sentence. For example, "*Close that window!*" or "*Turn on the lights!*".
3. Expressive function. It expresses emotion. Different intonations are used by speakers to convey their thoughts. After delivering the speech the speaker considers the listener's response. Speakers can convey two different kinds of expressions: positive ones like "*Wow, this sketch is very beautiful, I like it*" and negative ones like "*This film is very boring.*"
4. Phatic or social function. It is employed by the speaker to sustain interaction with the listener. When a stranger is greeted, the phatic function is typically used to determine whether or not the other person is socializing. Phatic actions include welcome messages, feedback, rumors, and so forth. For instance, "*hello,*" "*good morning,*" "*bye,*" and "*hi.*"
5. Poetic function. The elements such as metaphor, metonymy, alliteration, rhyme, ambiguity, repetition, simile, and antithesis used in novels, poems, tales, legends,

songs, and other literary works typically serve this function. For example, "*Like father Like Son*", "*Tonight the moon shines as high as if it were a diamond*", etc.

6. Metalinguistic function. It is used for a variety of purposes, such as defining the language or code itself, recognizing or rectifying conversations, delivering language analysis or code, and defining or describing words and their definitions, such as dictionary words. For instance, the term "*architecture*" indicates the art or study that involves building and constructing structures.

Types of Language Styles

It is important to know the types of language styles to be able to use them according to the needs. The differences in the types of language styles can adapt to the topic of conversation, the function of the language, and several conditions. Joos in Ramdhani et al. (2020) stated that there are five kinds of language style, namely intimate, casual, consultative, formal, and frozen style.

Intimate Style It is used in communicating with close friends, family, kids, or partners, they typically use an intimate style. The characteristics are precise articulation and full language are not necessary, use of confidential code features, fast and slurred speech, and deletion and also there are several call signals available for the interlocutor, such as *dear, darling, honey*.

Casual Style It is used with people knowing each other including friends, family, and works well in relaxed conditions. They are calling people by their nicknames, the pronunciation is often rapid., the language used is typically using slang, idioms, ellipsis, vague or ambiguous, and contractions, use phrasal verbs, a "run-on" expression, like "*so forth*", "*etc.*", adverbs in the beginning sentences, discourse markers such as "*anyway*", "*well*", "*right*", "*now*", "*OK*", "*so*", and incomplete sentences.

Consultative Style It is used in semi-formal conditions. Dealing with others, discussions in groups, casual conversations at school businesses, and trade interactions are examples of these semi-formal conditions. They are the speaker's speech rate is just right neither too fast nor too slow, often utilizes a single sentence, speaks naturally without preparation, and frequently utilizes the terms "*yes,*" "*no,*" "*that's correct,*" "*uhhh,*".

Formal Style It is reserved for formal and serious contexts, where speakers use careful consideration in their word choice, pronunciation, and sentence construction. The

characteristics are there is a topic for the conversation, keep to the guidelines and utilize the proper sentence form, choice of words, and pronunciation, the use of modal verbs, the positioning of adverbs between the verb, the use of conjunctions like “*accordingly*,” “*therefore*,” and “*afterward*” between clauses and sentences, the utilization of single verbs instead of phrasal or prepositional verbs, avoid contractions, repetition, humor, and slang.

Frozen Style It is the most formal. This style of language is typically reserved for extremely formal events like ceremonies, courtrooms, and official papers and having a complete sentence structure, which makes it more detailed than other language styles as the speakers have authorities and professionals in their field of expertise.

Factors influencing selecting language style

The occurrence of different language features and language styles used by its speakers during a conversation is believed to be affected by some factors, such as gender, situation, and the topic discussed in the conversation (Wodak & Benke, 2017; Zansabil, 2023; Gregory & Carroll, 2018) while according to Fishman (2020) depends largely on location, setting or other environmental factors. Relating with gender, the relationship of language style and online review has drawn increasing academic attention recently for Chinese women (Wang et al., 2022) while dealing topic, it is found that the use of casual style was the characteristics of Ridwan Remin in delivering humor material (Azhar & Fitriawati, 2023) and in face book users, it is found that casual style is the mostly used (Indra & Hamzah, 2018) and also providing important insights on how charitable organizations can better align language style to increase donor support (Pfeiffer et al., 2023).

Elon Musk

Elon Musk, whose real name is Elon Reeve Musk, is a businessman and investor. In addition to being the creator, CEO, and chief engineer of SpaceX, he is also the owner, CEO, and chief architect of Tesla, the founder of the Boring Company, the co-founder of Neuralink and OpenAI, and the president of the charitable Musk Foundation (Muegge & Reid, 2019). On June 28, 1971, in Pretoria, Transvaal, South Africa, Elon Musk was born to Maye Musk, a Canadian mother, and Errol Musk, a South African father.

Elon Musk's passion for studying and reading began in his early years. When he was ten years old, he began studying computer engineering. At the age of twelve, he wrote and sold computer code for \$500 in a computer magazine after studying programming. After completing his studies at Pretoria Boys High School, Elon Musk relocated to Canada. Musk attended Queen's University in Kingston, Ontario for two years before transferring to the University of Pennsylvania's Wharton School in 1992. There, he completed studies for a second bachelor's degree in physics and an economics bachelor's degree. Then, he relocated to California to attend Stanford University for his doctorate in applied physics. But after just two days, he departed to follow his dream of becoming an entrepreneur in the Internet, space, and renewable energy industries (Gregersen, 2018).

METHOD

The research was qualitative. The object was Elon Musk's speech in the form of a transcript of a video from the YouTube channel and data were the expressions expressed by Elon Musk in his speech. There were several criteria for selecting the object of this research, namely the biggest and best speech of Elon Musk which could be proven and seen from the number of viewers (1), published later than 2014 (2), a speech that gave a trending theme (3), having transcripts of the speech (4), and the duration of the video was 30 to 40 minutes (5). Based on those criterion, it was found 3 videos. Those were namely *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)* which was released in 2018 by *English Speeches* with a duration of 36 minutes and 17 seconds.

The steps used in collecting data were as follows: Looking for Elon Musk's YouTube video channel, downloading data (video and transcript) on the YouTube channel link, watching the video repeatedly (5 times), and taking notes on some of Elon Musk's expressions during the speech. Dealing with validity, the data of this research were checked for data validation by two experts in the field of linguistics. Thus, it could be confirmed that the data of these research were validated whereas several steps to analyze data were identifying and categorizing Elon Musk's expressions according to the types of language styles in tabular form, describing the functions of the language styles used in Elon Musk's speech, interpreting the data based on theory and the last one was drawing a conclusion based on research results.

FINDINGS AND DISCUSSION

Findings

This research provided two findings based on the research problems, namely the types and the functions of language styles used in Elon Musk's speech. In this section, the data based on Joos' theory of language styles and Jakobson's theory of the function of language style that Elon Musk used in the video *English Speech | Elon Musk: Future, A.I., and Mars (English Subtitles)*.

Types of Language Styles

The data analysis showed three types of language styles that Elon Musk employed in the speech, namely casual, consultative, and formal style. The three types of language styles listed below are categorized according to the reason they belong to those types.

Casual Style

A casual language style is employed with people such as friends and family in informal settings. In Elon Musk's video, the language style has been categorized into casual style and presented the findings in table 1:

Table 1. Casual Styles Used in Elon Musk's Speech

No	Words/sentences	Sources	Type of Language Style
1.	<i>It's</i>	1:22	Casual Style
2.	<i>Really</i>	1:23	
3.	<i>Sort of</i>	1:33	

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 1.

It's really been fantastic. (1:22)

Elon Musk used a casual style in this utterance. This is proven by the word "it's" which is a contraction of "it" and "is" by adding an apostrophe in between. The use of a contraction is one of the characteristics of a casual style. Therefore, it is categorized into casual style.

Datum 2.

I really encourage anyone who hasn't been to visit, what a great city! (1:23)

In this utterance, Elon Musk used a casual style. The word "really" is vague language because it is a meaningless filler word. The degree of encouragement or level regarding going to Dubai is not stated clearly in this context. If it was more formal, Elon Musk could replace the vague word with more specific words, such as "truly", "indeed",

or "*certainly*", so the meaning would be clearer. Furthermore, Elon Musk should give specifics or examples to make his thoughts about the city more understandable rather than just saying, "*I really encourage anyone who hasn't been to visit, what a great city!*". Therefore the use of vague language is a characteristic of a casual style.

Datum 3.

And, in terms of the motivations, I used to like this sort of... kind of a long version of the explanation but... essentially, when I was a kid I was wondering, what's the meaning of life? (1:33)

This utterance was categorized in a casual style because of the use of vague language, namely in the phrase "*sort of*". This is because the phrase is used to express an approximation. Unclear language makes it difficult to understand, so vague language is categorized into a casual style.

Consultative Style

Consultative style refers to a language used in semi-formal contexts dealing with people, group discussions, talks at school businesses, and trade interactions. The language style that was employed by Elon Musk in the video has been categorized into consultative style and presented the findings in table 2:

Table 2. Consultative Styles Used in Elon Musk's Speech

No	Words/sentences	Sources	Type of Language Style
1.	<i>Like, why are we here?</i>	1:51	Consultative Style
2.	<i>Yeah, we both played the same game.</i>	4:43	

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 4.

Like, why are we here? (1:51)

This conversation shows that Elon Musk used a consultative style because the speed of the speech delivered by Elon Musk in this utterance was not too fast and not too slow and a single sentence as "*Like, why are we here?*" The purpose of using a single sentence is that the audience can understand what is being conveyed by the speaker.

Datum 5.

Yeah, we both played the same game. (4:43)

This utterance was categorized in a casual style because Elon Musk used a single sentence, such as "*Yeah, we both played the same game.*" This is to make it easier for the audience to understand what Elon Musk was saying and the utterance speed was average.

Formal Style

Formal language is only appropriate in formal and serious settings in which speakers take great care in selecting words, pronouncing them correctly, and structuring sentences used in speeches and office meetings. The findings are in table 3:

Table 3. Formal Styles Used in Elon Musk's Speech

No	Words/sentences	Sources	Type of Language Style
1.	<i>Thank you</i>	1:13	Formal Style
2.	<i>Honor</i>	1:15	

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 6.

*Sure, first of all, **thank you** for having me. (1:13)*

Elon Musk opened his speech by greeting the audience using a formal style. This can be seen from the phrase "*thank you*" which is a formal form of greeting, while the informal form of greeting is "*thanks*". So, it can be concluded that this utterance was categorized as a formal style.

Datum 7.

*It's an **honor** to be here. (1:15)*

Elon Musk used the word "*honor*" which can be said to be a formal greeting. The term "*honor*" is used to convey a sense of respect, dignity, and integrity. The use of this word often lends a more elevated or formal tone to the language so it is categorized this utterance in a formal style.

Functions of Language Styles

This finding is about functions of language styles that were analyzed based on Jakobson's theory. The functions of language styles namely referential, directive, expressive, phatic or social, poetic, and metalinguistic function.

Referential Function

The referential function can be characterized by describing, clarifying, or making a comparison between a subject, an object, or the process that determines how something works, or defining chances, possibilities, or capabilities for doing an action. Elon Musk's utterance was categorized into a referential function and presented the findings in table 4.

Table 4. Referential Function Used in Elon Musk's Speech

No	Words/sentences	Sources	Function
1.	<i>And... So, I think there are certain things that are necessary to ensure that the future is good.</i>	2:15	
2.	<i>And... some of those things are in the long term having long-term sustainable transport and sustainable energy generation.</i>	2:24	Referential function
3.	<i>And to be a space-exploring civilization.</i>	2:25	

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 8.

And... So, I think there are certain things that are necessary to ensure that the future is good. (2:15)

The function used in this utterance was the referential function. Elon Musk identified that ensuring a good future required certain things. In this case, Elon Musk described the previous question, namely about the motivation or meaning of his life. Describing an object is one of the characteristics of a referential function. In this utterance, the object is the motivation or meaning of his life.

Datum 9.

And... some of those things are in the long term having long-term sustainable transport and sustainable energy generation. (2:24)

Elon Musk explained in more detail the previous utterance, namely about what is needed to ensure a good future. In this utterance, several things were needed in the long terms having long-term sustainable transport and sustainable energy generation. Explaining an object is called a referential function, which this utterance explains long-term sustainable transport and sustainable energy generation. Therefore, this utterance was categorized as a referential function.

Datum 10.

And to be a space-exploring civilization. (2:25)

Referring to the function of language, Elon Musk used a referential function. In this case, Elon Musk continued the previous utterance by adding what are the things needed for a good future, by saying "*And to be a space-exploring civilization.*" One of the characteristics of a referential function is explaining an object. In this utterance, the object is things needed for a good future.

Directive Function

The directive function is used to send a request or command to someone, requiring that person to take action. Elon Musk's utterance was categorized into a directive function and presented the findings. The findings are in table 5:

Table 5. Directive Function Used in Elon Musk's Speech

No	Sentence	Source	Function of Language Style
1.	<i>So, and you can google something and ask any question.</i>	7:25	Directive function

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 11.

So, and you can google something and ask any question. (7:25)

The utterance "So, and you can google something and ask any question." implies that Elon Musk asked the audience to Google something and ask any question on Google. Asking someone to do something is a characteristic of the directive function. Therefore, this utterance was included in a directive function.

Expressive Function

An expressive function is employed when a person conveys their feelings through their expressions. It can be indicated by the various intonations that speakers employ when expressing their ideas. Elon Musk's utterance was categorized into an expressive function and presented the findings. The findings are in table 6:

Table 6. Expressive Function Used in Elon Musk's Speech

No	Words/sentences	Sources	Function of Language Style
1.	<i>It's an honor to be here.</i>	1:15	
2.	<i>It's really been fantastic.</i>	1:22	Expressive function
3.	<i>I really encourage anyone who hasn't been to visit, what a great city!</i>	1:23	

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 12.

It's an honor to be here. (1:15)

The function of language style used by Elon Musk in this utterance was expressive. This is because Elon Musk expressed his positive emotion that he was glad that he was invited to the event. Expressing an emotion in an utterance indicates that this utterance was expressive.

Datum 13.

It's really been fantastic. (1:22)

The function in this utterance was called an expressive function. Elon Musk showed a positive expression by saying that being in Dubai was fantastic. Expressing their emotions in an utterance indicates that the utterance was an expressive function.

Datum 14.

I really encourage anyone who hasn't been to visit, what a great city! (1:23)

Elon Musk said, "*I really encourage anyone who hasn't been to visit, what a great city!*". In this utterance, Elon Musk expressed his enthusiasm to encourage others to visit Dubai. Therefore, this utterance was categorized as an expressive function.

Phatic or Social Function

The phatic function refers to the language used by the speaker for keeping interaction with the listener. The phatic function can be signed by greetings, comments, and rumors in a conversation. Elon Musk's utterance was categorized into a phatic or social function and presented in table 7:

Table 7. Phatic or Social Function Used in Elon Musk's Speech

No	Words/sentences	Sources	Function
1.	<i>Sure, first of all, thank you for having me.</i>	1:13	Phatic or
2.	<i>Like, why are we here?</i>	1:51	social
3.	<i>What is it all about?</i>	1:52	function

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 15.

Sure, first of all, thank you for having me. (1:13)

Referring to the function of language, this utterance was categorized as a phatic or social function. Elon Musk welcomed the audience by interacting with them and saying "*Thank you for having me*". Making interaction with the interlocutor is the characteristic of phatic or social function.

Datum 16.

Like, why are we here? (1:51)

A phatic or social function was used by Elon Musk in this utterance. This is because Elon Musk created interaction with the audience by asking about the meaning of life by saying "*Like, why are we here?*", so that the audience thought about the question asked by Elon Musk about why they were there. Interacting with the interlocutor is the characteristic of a phatic or social function.

Datum 17.

What is it all about? (1:52)

The function in this utterance was called a phatic or social function. In this utterance, Elon Musk continued the previous utterance, in which Elon Musk interacted with the audience by asking about the meaning of life. Interacting with the audience indicates that this utterance was a phatic or social function.

Poetic Function

The use of poetic elements such as metaphor, metonymy, alliteration, rhyme, ambiguity, repetition, simile, and antithesis indicate a poetic function. Elon Musk's utterance was categorized into a poetic function and presented in table 8:

Table 8. Poetic Function Used in Elon Musk's Speech

No	Words/sentences	Sources	Function of Language Style
1.	<i>And you're like batting it back and forth.</i>	4:36	Poetic function

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 18.

And you're like batting it back and forth. (4:36)

The utterance "*And you're like batting it back and forth.*" is a metaphorical expression. In metaphorical terms, "*batting it back and forth*" refers to a situation in which ideas, debates, or discussions are continuously exchanged or contested by two or more parties. Because metaphor is one of the poetic elements therefore this utterance was included in a poetic function.

Metalinguistic Function

Metalinguistic functions can be used for a variety of purposes, including defining the language or code itself, identifying or correcting conversations, offering language analysis or code, and defining or describing words and their definitions. Elon Musk's utterance was categorized into a metalinguistic function. The findings are in table 9:

Table 9. Metalinguistic Function Used in Elon Musk's Speech

No	Sentence	Source	Function of Language Style
1.	<i>I'm trying to sort which is the worst.</i>	31:55	Metalinguistic function

Source: *English Speech | Elon Musk: Future, A.I. and Mars (English Subtitles)*

Datum 19.

I'm trying to sort which is the worst. (31:55)

Based on Jakobson's theory, defining the language is one of the characteristics of metalinguistic function. In this utterance, the function was the metalinguistic function. Elon Musk tried to sequence the language he was about to speak. Therefore, it is concluded that this utterance was included in a metalinguistic function.

Discussion

After discussing data analysis in the findings, the two discussions were discussed based on the research problem, namely the types of language styles and the functions of language styles used in Elon Musk's speech. It is found that casual style is frequently used

in the situation of the speech compared to intimate, consultative, formal, and frozen styles. This can be seen from the use of simple and uncomplicated sentence structures in Elon Musk's utterances. The simplified and understandable language will be accepted by the audience making it easier to convey a clear message. This follows Joos' theory which stated that casual style can make listeners feel relaxed, so the atmosphere of the speech was not too tense and serious.

In connection with previous research, (Putra & Rosa, 2019) who investigated the language style used by Elen Degeneres in Elen Talk show also show that casual style has been found to be a frequent style used on the talk show. This type of language was also used to make the audience understand the topic of the speaker's conversation and also choosing the right style language allows gen Z to be more interest in reading and has affected the growth reading interest of gen Z (Widya & Djunaidi, 2023).

Referring to the function, referential is the function of language style that is most widely used in this speech compared to other language style functions. This is based on the large amount of language used in this speech to explain a subject or object or state a possibility. The use of the referential function in this speech can help convey information clearly, which follows Jakobson's theory which states that conveying language with a referential function is characterized by the use of specific events, items, or states of mind so the audience can understand the information.

One of the advantages of this research compared to previous research, (Putra & Rosa, 2019) is that this research offers a greater understanding of the differences between language styles serving different functions. Even though the previous research concentrated on the analysis of different language styles, the research has not investigated more deeply how the speaker processes language to accomplish communication function.

CONCLUSIONS AND SUGGESTIONS

Conclusions

In the analysis of Elon Musk's speech, it was found that the casual language style is used most often compared to other styles like consultative and formal. This is evident from the simple and clear sentence structures in his speech, making it easy for the audience to understand and using this casual style helps create a relaxed atmosphere, making the message more easily received. Dealing with function, it is found that the referential function of language is used the most compared to directive, expressive, phatic or social, poetic, and metalinguistic functions.

This function explains subjects, objects, or possibilities, helping to convey information clearly. It is inline with Jakobson's theory that using the referential function involves mentioning specific events or ideas, making it easier for the audience to understand.

Suggestions

Regarding this topic, suggestions have been provided to some parties. The first is for the lecturers. Language style can be used as teaching material in linguistics because it serves to comprehend information about a language that is spoken or written, making the speaker or writer able to convey the language according to the context. The second is for English Language Education Department students. The suggestion is to learn about language style. It is very important to learn because people can communicate with others according to where and with whom they speak so that the listener easily understands the conversation. The last is for future researchers. This research has examined speech in a video on a YouTube channel that focuses on the types and the functions of language styles, so it was hoped that the future researcher would be able to research language styles on different objects or focuses or research more deeply the language of this speech in connection with psycholinguistics study.

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