

The Styles in Various French-Speaking Media

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ABSTRACT

This study aims to describe the form and the function of the styles contained in songs, advertisements, and French Newspapers. The subject of this research is the words, phrases and sentences contained in the CDP Lyrics in *Blonde* albums, alcoholic beverages and advertisement *apple* in French-language magazines, and Speech by *François Hollande* in 'Le Figaro' Newspaper. The object of this research is the form and function of the style of language in the phrases or phrases contained in the lyrics of the album *Blonde*, advertisement and alcoholic beverages in French magazines and the speech of *François Hollande* in the newspaper 'le Figaro'.

Data collection is done by observation method, reading carefully, and technique record by using data table. Data analysis using *agih* method and component analysis. The analysis of language style functions is done by using the referential reference method and speech component SPEAKING. The validity of the data in this study is obtained through semantic validity. Reliability of data through intra-rater.

The results of the study showed that the most common language styles that appear on the song is assonance and hyperbole. The most common language styles in alcoholic beverage advertising is alliteration and hyperbole. The most visible style of language in *François Hollande's* speech is the style of repetition and hyperbole. Language styles that are most often in *apple*: stylistic assonance and alliteration. The language function that often appears is referential function except is in alcoholic beverage advertising, the dominant language function is the emotive function. The frequency of occurrences of different Language styles in each of the French-language media above is tailored to the main purpose of its use.

Kata Kunci: *Language style, French, form and function*