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Language Style in *Ancur* Podcast and Its Utilization as Student Learning Motivation

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Abstract

Generation Z has widely utilized podcasts with various appealing popular languages in the last decade. This research aims to examine the *Ancur* Podcast about students' learning motivation, as evidenced by the World Top 20 Education Poll forum in 2024, where Indonesia ranked 67th out of 203 countries in the field of education, which is one of the causes of declining student motivation. This study aims to describe the language style used in the conversations of the *Ancur* Podcast as a medium to motivate students to learn, employing a hermeneutic approach based on Jurgen Habermas's theory. This research utilizes a descriptive qualitative method through observation and note-taking to identify the language styles and the sentences that motivate students in their learning. Based on the analysis results regarding the use of language styles in the *Ancur* Podcast audio, several figures of speech are employed, such as metaphor, metonymy, euphemism, cynicism, tautology, correction, and exclamation. The percentage of usage for these figures of speech includes metaphor 11%, metonymy 16%, euphemism 37%, cynicism 5%, tautology 5%, correction 11%, and exclamation 16%. The form of motivation obtained from this *Ancur* Podcast audio consists of information regarding fully funded further education (Bachelor's, Master's, and Doctorate) scholarships, along with guaranteed salaries and promising facilities.

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INTRODUCTION

Education is the key to the sustainable development of the nation-state. Education is a conscious effort to prepare students through guidance, teaching or training activities for their role in the future Law No. 2 of 1989 (President of the Republic of Indonesia, 2015). Education can improve workforce skills, thereby increasing economic productivity. With a good education, individuals can reach their full potential, supporting social mobility. Additionally, education helps reduce poverty and inequality, creating a more equitable society. Quality education encourages innovation, making the country more competitive on the global stage. Education equips future generations to face global challenges, such as climate change. Thus, investment in education is a fundamental step to ensure the progress and prosperity of a country.

In fact, the condition of education in Indonesia in recent years has not been good. The less conducive condition of education in Indonesia causes a decline in the quality of education in Indonesia. The decline in the quality of education in Indonesia can be seen during the COVID-19 era because, at that time, the learning model changed significantly, which usually interacted directly between students and teachers to only be able to interact through cyberspace. In addition, there are still many things that cause problems with the decline in the quality of education in Indonesia. Sourced from the World Top 20 Education Poll forum published in 2024 according to data (Word Top 20, 2024), education in Indonesia needs to be considered because Indonesia is currently ranked 67th out of 203 countries in the field of education due to the lack of interest in learning and literacy of Indonesian students. What causes a decline in the quality of education in Indonesia are economic factors, parental background factors (low parental education and broken homes), lack of interest in learning, and the motivation of students to learn. Of these several kinds of problems, which are considered the most trivial but quite disturbing to students, is the absence of learning motivation (Maghfirah, 2019).

Learning motivation is the force that drives individuals to engage in learning activities and achieve academic goals. Motivation is a conscious effort to encourage a person to do something to achieve a goal (Hamdu & Agustina, 2011). Motivation in the sense that develops in society is often equated with 'enthusiasm' and learning outcomes are a result achieved by an individual in developing his abilities through a process carried out with effort and cognitive, affective, psychomotor and mixed abilities that he has to gain

an experience over a relatively long period of time so that an individual experiences a change and knowledge of what is observed both in a directly or indirectly that will stick to him permanently, learning outcomes can be seen from the evaluation scores obtained by students (Rahman, 2022).

Learning motivation has an important role in education in Indonesia to achieve maximum potential in education. Education is an effort to achieve equity and develop the potential of students to achieve the desired quality of education (Wahyudi et al., 2022). This motivation can come from within (intrinsic) or from external factors such as rewards and recognition (extrinsic). Learning motivation can affect the level of education in Indonesia, such as improving student achievement, developing skills in student learning, reducing student dropout rates, and improving human resources. Students who have high motivation to learn are more likely to achieve better learning outcomes (Sholihah & Kurniawan, 2016). This means that learning outcomes increase along with motivation and effort intensity. Therefore, motivation plays an important role in Indonesia's current education condition.

Nowadays, students can get motivation to learn from anywhere, especially in the 4.0 era, where everything is easier to access. Students can get motivated to learn through social media platforms such as TikTok, Instagram, Facebook, YouTube, Spotify, and others. Currently, many content creators use writing, videos, and even audio to convey motivations for many people. Content creators take advantage of language styles that inspire young people to learn. (Falah et al., 2023) states that language style is the choice of words that reviews whether or not the words are compatible so that they can be effective. Language is a unique way to convey one's thoughts and feelings, using a rich language, using certain varieties to achieve certain effects, and the overall characteristics of the language of a group of writers (Sundari & Hasibuan, 2022). Language style is a distinctive way writers or speakers use to convey a message, including word choices, sentences, and rhetorical techniques. Language style can be used to convince or influence readers to read and study literary works (Syamsiyah & Rosita, 2020). The study of literary language style considers not only what the text means in the immediate sense but also what the text means, how it is made, what choices are made in the text, and how choices affect reading (Malkawi et al., 2024). This style can reflect personality, communication goals, and social context.

Language is a beautiful language that is used to increase the effect by introducing and comparing

a certain object or thing with other objects or things in general (Aisyah et al., 2022). Language style is a distinctive way writers or speakers use to convey ideas, feelings, or information through word choices, sentence structures, and other stylistic elements. This language style includes aspects such as phonemes, diction, sentences, discourses, figurative language (majas, idioms, and proverbs), and imagery that all contribute to the uniqueness and power of the message conveyed (Al-Ma'ruf, 2009). With the right language style, communication becomes more colorful and interesting, affecting the audience's understanding and response. Language styles have various functions, including expressing emotions, building atmosphere, and clarifying meaning. Through effective language styles, writers can grab readers' attention, create emotional bonds, and make complex ideas easier to understand. In addition, language style also plays a role in strengthening the author's identity, providing different nuances, and enhancing the aesthetics of literary works, resulting in a more immersive experience for the audience.

The language style on podcasts can be a source of inspiration for students, encouraging them to engage in the learning process. A podcast is audio or video content that can be played automatically on a computer or portable media player over the Internet and is available for free or by subscription (Amanda, n.d.). (Susilowati & Sutarna, n.d.) states that through podcasts on Spotify, teachers have the ability to offer additional techniques for self-paced learning beyond the confines of the classroom. Listening to podcasts can increase the production of happy hormones and provide motivation to listen actively. Therefore, this study aims to describe the language style used by podcasters and resource persons that can be used to motivate students in learning, especially for further education after graduating from high school/vocational school, both S1, S2, and S3.

There are several problems behind this research, such as a decrease in students' interest in learning which can be caused by various things, one of which is student motivation. However, the motivation given to students is monotonous only through motivational words conveyed by teachers during learning. So this research provides innovation for teachers in motivating students to learn through podcast media on the Spotify application. The use of this media can provide a new experience for students, because Spotify is a medium that is rarely used in learning. In this study, the language style of the Ancur Podcast was chosen to motivate students. The goal of choosing the language style of the Ancur Podcast is because the

language style of the podcast incorporates comedy into their conversations that are not boring. This study aims to identify the language styles used by the Ancur Podcast to motivate students to learn, which is packaged as more fun.

METHOD

In this study, the author uses a qualitative approach. Qualitative research is a type of research in which data is collected, interpreted, and analyzed to provide complete information about the problem being discussed. The type of research used is description. (Nartin et al., 2024) states that this qualitative approach aims to gain a deep understanding of the context, meaning, and experience related to a phenomenon. This type of qualitative descriptive research provides complete information about the problem being discussed (Kriyantono, 2007). The data used in this study is the language style used in the conversation of the Ancur Podcast for student learning motivation. This can include the use of key words, speaking styles, and other language strategies used to influence listeners. Eight episodes of data sources are taken from the audio of the Ancur Podcast.

The data collection technique in this study is to make observations, listen, and take notes by listening to podcast audio to observe the influence of language style and literature study in accordance with podcasts as a theory. (Mahsun, 2005) explained that the listening technique is a method used to collect data by listening to the use of language. The note-taking technique is a method used to collect data by recording the data obtained (Nisa, 2018). In addition to watching and taking notes, the author uses case studies as a theory to observe the influence of language style in podcasts on learning motivation. The approach used in this study is semiotic. Semiotics is a tool to connect a literary work with its meaning and values, understanding it through interpreting syntagma and paradigm (Asriningsari & Umayana, 2010). This semiotic approach focuses on analyzing the meaning contained in language from the literal and contextual side. This research focuses on the analysis of meaning in a person's conversation, which will be used to motivate students in learning.

The data analysis technique describes the hermeneutic model of Jurgen Habermas' theory. The hermeneutics of Jurgen Habermas' theory is used to understand literary works that require three momentums, namely reflective practical knowledge that leads to self-knowledge, hermeneutic understanding that is linked to "work", and hermeneutic understanding that is global (Susanto, 2016). In this study, the hermeneutics model of Jurgen Habermas' theory is

used as a meansto analyze social relationships and interactions that occur through language. In addition, this analysis uses an inductive theory that is made according to what is seen and how others see (other people's perspective).

RESULTS AND DISCUSSION

In this section, the researcher will present the results of an in-depth analysis of the use of language style in the Ancur Podcast. The main focus of this section is to explore how the language used in the podcast can motivate students to study for further education, paying attention to the aspects of figurative languages, such as majas, and the persuasive and inspirational use of language used in the Ancur Podcast. More than 600 episodes of the Ancur Podcast podcast, the author chose eight episodes between episodes 451-686 which were used as data, then the author related the use of language styles in the Ancur Podcast and its use to facilitate the understanding of meaning, entertain, and motivate students to learn in further study education after graduating from high school/ vocational school, both S1, S2, and S3. The following is an excerpt of data from the audio of the Ancur Podcast that was researched.

Language Style on Ancur Podcast

Language style serves as an emotional bridge between the writer and the reader, the sender and the receiver, as well as the speaker and the listener. In line (with Ruslan, 2023), there is a language that serves as a method for writers to express their thoughts with a fun and aesthetically cohesive medium that can connect the meaning and emotions of the reader. The following is the language style found in the Ancur Podcast:

Metaphor

Metaphor is a form of rhetorical comparison that uses a concept or object to represent another concept or object with similar characteristics or properties (Wahyudin & Hermandra, 2024). The use of metaphors in podcasts makes the content more engaging and easy for listeners to understand. According to (Vargas-Sierra, 2024) Metaphors as a source of language are very important in the formation and dissemination of ideas, By using metaphors, the speaker can explain complex concepts more simply and interestingly. For example, the speaker wants to describe rain with the phrase "tears of the sky," the change in the sentence is more interesting than just calling it "rain." The use of metaphorical language styles on the Ancur Podcast is as follows.

Table 1. Metaphor

Sentence	Episode	Sum
(1.1) "Selain itu di Norway ga ada kehidupan yang tumpang tindih seperti di Indonesia."	605. Ternak Salmon di Norway	1
"In addition, in Norway there is no overlapping life like in Indonesia."		
(1.2) "Ini ya jenjang hidupnya panjang »	556. Nelpon Ancurlicious Copenhagen	1
"This is a long life span"	sama Nürnberg	

Examples (1.1) and (1.2) include implicit metaphors because the comparator in the sentence is not conveyed directly. It can be seen that example (1.1) can have different contexts depending on the use of the sentence. The context of the sentence "overlapping" here refers to two or more situations that intersect with each other. For (1.2) the sentence "his life is long" does not only refer to longevity. The sentence has more meanings such as a life, an experience, or an achievement. This analysis is in line with research (Helmi et al., 2021) entitled "Metaphor in the Lyrics of the Song "Mendarah" by Nadin Amizah." This analysis distinguishes itself in that the study uses song lyrics as the research object while this study uses podcast conversations.

Metonymy

Metonymy is a type of metaphor in language that is often used to replace a word or phrase with another word or phrase that has a close relationship (Gurillo, 2006). According to (Gabidullina et al., 2021) Metonymy can reflect the processes that occur if causality is between adjacent objects. Using metonymy, the speaker can refer to other concepts or objects in simpler terms, such as "kapal api," which refers to black coffee packaged drinks.

Table 2. Metonymy

Sentence	Episode	Sum
(2.1) "Dari Silverstone ke Silverqueen berapa jam Zi?"	584. #KangenPulang Fans MU	1
"From Silverstone to Silverqueen how many hours is Zi?"	Tinggal di Liverpool	
(2.2) "Atau ke silver server, kalo manusia silver dari Liverpool berapa jam?"	584. #KangenPulang Fans MU	1

"Or to the silver server, if the silver man is from Liverpool, how many hours is it?"	Tinggal di Liverpool	
(2.3) "UT ae UT" "it's just UT"	584. #KangenPulang Fans MU Tinggal di Liverpool	1

These three examples are included in metonymy majas because there are words or phrases that are replaced such as "Silverstone", "Silverqueen", "silver server", "silver man", and "UT". For example (2.1), the word "Silverstone" replaces the word circuit because Silverstone is the name of a circuit in the UK. In contrast, the word "Silverqueen" replaces the word chocolate food because *Silverqueen* is a chocolate food brand that originated in Indonesia. Example (2.2) the word "silver server" replaces the word hosting service that is often found on *blogging platforms*. For example, in sentence (2.3), the word "UT" here refers to an economic university due to the fact that UT (Universitas Terbuka) is an affordable university in Indonesia. This research is in line with research (Sutanto & Ridwan, 2021) titled "A Study of Metonymy in Fanta Ad Text." which distinguishes this analysis is that the study utilizes specific ad text using Fanta ads while this study uses podcast conversations that are not limited to episodes.

Euphemism

(Chaer, 1990) Saying that euphemism is an attempt to display the forms of words that are considered to have a more subtle or more polite meaning to use words that are already familiar and considered rude. The euphemism function in *podcasts* is essential to maintain sensitivity and create a comfortable atmosphere for listeners, such as the use of the phrase "go out of business" to replace the word "bankrupt".

Table 3. Euphemism

Sentence	Episode	Sum
(3.1) "Lah ini mah cuma di Daejeon Bang, bayangin aja kalo hidup di Seoul." "It's only in Daejeon Bang, imagine living in Seoul.."	579. Ancurlicious dari Korea Selatan	1
(3.2) "Kalo gue bayangin lo aja tinggal di silicon valley, maksudnya silicon valley Korea." "If you live in Silicon Valley, you mean Silicon Valley Korea."	579. Ancurlicious dari Korea Selatan	1

(3.3) "Kampus lu kampus top thirty berarti high tech banget dong kampus lu. Ya harusnya."	579. Ancurlicious dari Korea Selatan	1
"Campus lu kampus top thirty means that high tech is your campus. Yes it should be."		
(3.4) "Kalau lihat dari surveinya itu kan lebih dari yang mengkhawatirkan." "If you look at the survey, it is more than worrying."	556. Nelpon Ancurlicious Copenhagen sama Nürnberg	1
(3.5) "Jadi gen z udah ga ngalamin anxiety masa depan ya." "So gen z no longer experiences anxiety in the future."	556. Nelpon Ancurlicious Copenhagen sama Nürnberg	1
(3.6) "Copenhagen setau gue bukan kota yang paling aman." "Copenhagen is not the safest city."	556. Nelpon Ancurlicious Copenhagen sama Nürnberg	1
(3.7) "Bacain kira-kira bisa ga gua?" "Just read it, whether I can or not?"	584. #KangenPulang Fans MU Tinggal di Liverpool	1

Example (3.1) compares two regions to create euphemisms indirectly. "Only in Daejeon, imagine living in Seoul." This sentence means that living in Seoul is more expensive than living in Daejeon because Daejeon is only a small city in South Korea, while Seoul is the capital of South Korea. If the comparison is used in Indonesia, such as the cost of living comparison, Example (3.2) confirms *the silicon valley* sentence to create euphemism majas indirectly. "I imagine you just live in *Silicon Valley*, I mean *Silicon Valley Korea*." This sentence gives the meaning of a developed area because *Silicon Valley* is an area in California that is famous as a center of technology and innovation. Example (3.3) uses sentences that seem dubious to create euphemism indirectly. "Campus is a *top thirty campus* that means *that your campus is very high-tech*. Yes, "yes" in the sentence "yes should" gives the meaning of KAIST *Universty* which is *top thirty* is not as *high tech* as people imagine. Example (3.4) is included in the euphemism because the sentence "more than alarming" is used to refine the true meaning of the sentence. The meaning of the sentence is health concerns, crime, economy, and so on. Example (3.5) is included in the euphemism because the sentence "ngalamin anxiety" is used to refine the true meaning of the sentence. The meaning of the phrase "experiencing anxiety"

replaces the sentence of a mental disorder. Example (3.6) is included in the euphemism because the sentence "not the safest city" is used to refine the true meaning of the sentence. The meaning of the sentence "not the safest city" replaces the sentence of a city where there are still criminal cases or crimes. Example (3.7) is included in the euphemism because in this sentence "bacain" is used to refine the true meaning of the sentence. The meaning of the sentence "bacain" replaces the sentence of prophecy which is a work that is considered a sin in the eyes of religion. This analysis is in line with research. (Saputri, 2021) Entitled "Euphemism In The Highlights of The Newspapers Tribun Jambi (Relevance to Indonesian Language Teaching)," which distinguishes it from this analysis is that the study does a detailed form of euphemism. In contrast, this analysis is only a brief analysis.

Cynicism

The style of cynicism is a style of language in the form of sarcasm and mockery of one's sincerity. (Hasanah et al., 2019). By using cynicism, the speaker can show skepticism of the existing situation. This approach can also add an element of humor, making serious topics feel lighter and more entertaining. The use of cynicism by adding humor, such as "of course, everyone in that gym is very skilled at lifting weights, especially the weight of drama," the sentence describes people who focus more on drama than exercise.

Table 4. Cynicism

Sentence	Episode	Sum
(4.1) "Lu juga jangan liat gue seolah-olah gue punya jawabannya as, lu tau yang paling lemah diantara kalian berdua adalah gue, lu harapin apa ke gue." "You also do not look at me as if I have the answer; you know that the weakest between the two of you is me; what do you expect from me?"	584. #KangenPulang Fans MU Tinggal di Liverpool	1

Example (4.1) is included in the majas of cynicism because it includes a satire that is ridiculous by adding an element of humor to it. It can be seen that the sentence "you also do not look at me as if I have the answer" describes the person who speaks is not good at a field; the context of the

field is something related to numbers. This analysis is in line with research (Tiorida et al., 2024) entitled "Analysis of Cynic Language Style in Fat Novels? Who is afraid! Alnira's work" that distinguishes it from this analysis is that this analysis does not explain in detail the types of cynicism whereas previous research explained the whole of cynicism.

Tautology

According to (Kubová, 2010) Tautology is figurative language used to give repetition to certain parts of a sentence to give a more profound impression. The function of tautology in a *podcast* can help emphasize or reinforce the message conveyed by the speaker. By repeating a concept or idea using different words, tautology provides clarity and helps the listener understand the gist of the conversation. For example, "I want to leave." Repeating the word "go" for unnecessary emphasis.

Table 5. Tautology

Sentence	Episode	Sum
(5.1) "Bukan berapa jumlahnya, kira-kira bisa ga gua, bacain kira-kira bisa ga gua." "It's not how many times, I guess it can be, read about it can be."	584. #KangenPulang Fans MU Tinggal di Liverpool	1

Example (5.1) is included in the tautology majas because of the repetition of sentences to suppress and strengthen a sentence. The sentence "approximately bisa ga gua" is pronounced twice in one sentence by combining jokes. The repetition of the sentence was carried out to confirm whether or not this speaker could praise his son in Liverpool. This analysis adds to the research. (Ismalinar et al., 2021) entitled "Analysis of Language Style in Poetry by Students of Class X (Ten) SMA Negeri 9 Tangerang City and Its Implications on Literary Learning".

Koreksio

Koreksio, or epanorthosis, is a style of language that takes the form of affirmation for something but is further improved. (Alim & Atmaja, 2019). The function of correction in podcasts is to add authenticity, increase connectivity, and maintain the accuracy of information in conversations. By self-correcting, the host or resource person shows self-reflection and openness, which makes the *podcast* feel more human and engaging to listeners. Additionally, corrections help emphasize important points and create more lively conversation dynamics, keeping

the audience engaged and interested in listening. For example, "aaa I am blind, ehh the lights are off," this sentence "I am blind" corrects the sentence "I am blind," which means that he cannot see, but it is dark at the time because the lights are off.

Table 6. Koreksio

Sentence	Episode	Sum
(6.1) "Diaz tuh bilang lapar mulu, tapi dia sebelum kesini tadi udah makan nasi padang 2 porsi woyy" "Diaz said he was hungry, but before he came here he had eaten 2 servings of Padang rice"	451. #KangenPulang Ke Indonesia karena di Sudan gak ada Cewek Sunda	1
(6.2) "Patra kan punya 2 buntut makannya susah, eh 1 princess dan 1 pangeran" "Patra has 2 tails that are hard to eat, eh 1 princess and 1 prince"	526. Menelpon Ancurlicious Senegal	1

Examples (6.1) and (6.2) are in the category of correction because there is an affirmation of sentences from the previous sentence. As in (6.1) the sentence "Diaz said he was hungry" this describes that Diaz seems to have not eaten before, so he complains of hunger, but in reality it is like in the sentence "but before he came here he had eaten 2 portions of nasi padang woyy" which should be a person if he has eaten what else should be 2 servings of this. Then, for example (6.2), "Patra has 2 tails, that is why it is difficult," which explains that Patra has two tails, which means he has 2 children, then clarified again with "eh 1 princess and one prince," which means that his children are 1 girl and 1 boy. This analysis adds to the research. (Pahlina et al., 2019) entitled "Analysis of Language Style in the Collection of Short Stories of Dewi Lestari in the Book of Rectoverso".

Eklamasio

Exposition is a style of language used to assert something, usually marked by an exclamation point and can also be used to imitate sounds. (Valencia et al., 2024). Podcast exclamation serves as an important element that adds appeal and emotion to a conversation or narrative. By using exclamation, the presenter or speaker can express enthusiasm, surprise, disappointment, or other emotions more vividly, which in turn helps the audience feel a more profound sense of

engagement. This makes the listening experience more dynamic and less monotonous, as varied intonation and pitches help keep the listener's attention. For example, "Yee, tomorrow we are going on a study tour!" the sentence expresses that he is happy that he will go on a study tour tomorrow using an exclamation point after the sentence.

Table 7. Eklamasio

Sentence	Episode	Sum
(7.1) "Itu Sunda!" "The Sunda!"	451. #KangenPulang Ke Indonesia karena di Sudan gak ada Cewek Sunda	1
(7.2) "Yang bener aja lu!" "That is right!"	686. Diaz Semakin Yakin Stand Up!	1
(7.3) "Jangan gitu lu Patra!" "Don't be like that, Patra!"	683. Kerja di France Gajinya Tinggi Banget!	1

These three examples include exclamation because in these examples there is an expression in them. (7.1) expressing emotions or annoyance for turning the Sunda Empire, into the Sudan Empire. Example (7.2) expresses his anger with the sentence, "That is right!". Meanwhile, example (7.3) expresses concern because Patra discusses politics at a time when political conditions in Indonesia are hot. This analysis adds to the research. (Al-Farizi, 2021) entitled "Analysis of Language Style and Image Lyrics of Boomerang's EXTRAVAGANZA: Its Relationship with Indonesian Language Learning."

The Utilization of Language Style in the Ancur Podcast for Students' Learning Motivation

There are several sentences in the Ancur Podcast that educators can use as a medium to motivate students in learning, including:

- (1) "Belajar adalah kunci untuk masa depan yang pasti disebut guru guru lu pas pembukaan pelajaran itu bukan cuma bualan. Kalimat itu udah ada dari gue pas SD yang pendidikan yang dulu seperti gitu sampai sekarang yang pendidikan sangat berbeda quotes itu masih dipake."
"Oiya ya, dulu gue juga dibilangin gitu sama guru pas sekolah."
"Lu sekolah itu tahun berapa Bang Dika?"
"Jangan gitu lu, ntar gua keliatan kolotnya Patra!"
"Nah bisa dilihat jaman sekolah Bang Dika itu udah beratus tahun yang lalu, sampe sekarang quotes itu masi dipake, yang berarti quotes ini ga

ada habisnya. Karena realitasnya benar dari dulu sampai besok-besoknya lagi pengetahuan bukan cuma jadi aset, tapi untuk bersaing dan beradaptasi."

"Noh ancurlicious dengerin, jangan males buat belajar apapun itu karena belajar itu ga ada ruginya."

"Keren bet, akhirnya podcast ini ada isinya." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

"Learning is the key to the future, " a teacher must say when the lesson's opening is not just a boast. That sentence has been there since I was in elementary school, where education used to be like that until now, where education is very different, quotes are still used."

"Yes, I used to say that to my teacher at school."

"What year of school is Bang Dika?"

"Do not do that; you will see Patra's parents!"

"Well, you can see that Bang Dika's school days have been hundreds of years ago; until now, these quotes are still used, which means that these quotes are endless. Because the reality is true from the past until tomorrow, knowledge is not only an asset, but to compete and adapt."

"Noh ancurlicious listening, do not be lazy to learn anything because learning is not worth it."

"Cool bet, finally this podcast has content." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

It can be seen in the conversation in the sentence, "Do not do that, ntar gua keliatan old Patra!" there are two types of majas used, namely cynicism and elamasiu. This sentence is included in the majas of cynicism because Bang Dika does not want to be called old when, in fact, he is already 40 years old, which must have been the last time he went to school more than 20 years ago. Meanwhile, the reason for the elamation sentence is because he expresses annoyance to the patra. After all, he is indirectly called old. The majas of cynicism and reclamation amid this motivational delivery make it easier for students to understand what has been conveyed through the insertion of comedy in the motivation, and the speaker develops a *punchline* so that the listener does not get bored while listening.

(2) *"Di era sekarang ini, belajar bukan cuma kewajiban, tapi jadi kesempatan emas buat kalian ngembangin diri."*

"Jadi ngembangin diri kek ikan buntal gitu kan?"

"Sebel banget gua, lagi serius gini patra nyaplak seenak udel. Dah lanjut aja par."

"Sekarang tuh enak bisa belajar dari mana aja, kalo dulu belajar cuma bisa dari 2 tempat, orang yang ngajarin lu atau literatur. Kalo sekarang lu mau akses apa aja bisa 24/7, jadi jangan buang-buang waktu dengan umur lu yang ga seberapa itu. Karena apa, lu ga bakal bisa maju tanpa memulai belajar hal yang baru. Lu bakal ditendang, karena saat ini yang dibutuhin tuh orang-orang yang punya keterampilan."

"Singkatnya jangan belajar nunggu lu tua, belajar mulai sekarang."

"Bayangin aja lu tiba-tiba besok meninggal kan ga lucu." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

"In today's era, learning is not only an obligation but a golden opportunity to develop yourself."

"So you will have to make a cake like that, right?"

"It is a bit of a cliché, but it is a bit of a cliché, to say the least. Go ahead."

"Now it is nice to learn from anywhere, if you used to learn from 2 places, the person who taught you or literature. If you want to access anything now, you can do it 24/7, so do not waste time with your age. Because of this, you will not be able to move forward without starting to learn new things. You will be kicked because people with skills are needed right now."

"In short, do not learn to wait for old people; learn from now on."

"Imagine if you suddenly die tomorrow, it is not funny.." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

In the sentence, "In short, do not learn to wait for old people; learn from now on." "Just imagine that you suddenly die tomorrow, isn't it funny." entered into the euphemism majas because the sentence gives meaning if you learn from now on, do not delay because no one knows your age. The use of the majas can help the listener more easily understand the content of the motivation conveyed with a conclusion even though the use of language in the speaker is easy to understand.

(3) *"Dikehidupan modern ini, di mana semuanya bergerak cepat banget, ingat setiap detik yang kalian habiskan untuk belajar jadi investasi berharga buat masa depan. Kadang kalian ngerasa cape, bingung sampai putus asa tapi percayalah di balik kesulitan terdapat kekuatan yang sedang lu bangun. Bayangin aja lu di masa depan, meraih impian yang selama ini lu idam-idamin, dan semua itu berawal dari usaha yang*

lu lakuin hari ini. Jangan biarkan rasa takut dan keraguan ngehalangi lu."

"Jadi inget bahwa setiap langkah kecil yang lu ambil adalah bagian dari perjalanan yang lebih besar."

"Kek pepatah sedikit-sedikit lama-lama jadi bukit."

"Geloo, Bang Dika Teguh." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

"In this modern life, where everything moves so fast, remember that every second you spend studying is a valuable investment for the future. Sometimes, you feel tired and confused to the point of despair but believe that behind the difficulties, there is a strength that you are building. Just imagine yourself in the future, achieving the dreams you have been dreaming of, and all of that starts from your efforts today. Do not let fear and doubt deter you."

"So remember that every little step you take is part of a bigger journey."

"The proverbial cake gradually becomes a hill."

"Geloo, bang dika teguh." (281. Dengerin Quotes dari Ancurlicious yang Kocak-kocak)

On the sentence "So remember that every small step you take is part of a bigger journey." and "The proverbial cake gradually becomes a hill." These 2 sentences are included in Maja's Correction, which thickens his opinion by containing a proverb that has been passed down from generation to generation. With its ad, this majas is used to clarify opinions by quoting proverbs so that students can understand more easily.

(4) "Selain itu di Norway kehidupan ga ada yang tumpang tindih seperti di Indonesia. Pekerjaan apapun sama rata dan gaji pekerja di sana jauh lebih besar. Di Eropa termasuk di Norwegia ini di bulan Juni itu ada yang namanya holiday money. Jadi holiday money sebesar 10,2% dari pendapatan di tahun lalu."

"Noh makanya belajar yang serius siapa tau beberapa tahun kedepan kerja di Norwegia. Bayangin gaji lu sebulan 100 juta, lu di bulan Juni dikasih berapa tuh itung aja sendiri buat liburan." (605. Ternak Salmon di Norway).

"In addition, in Norway there is no overlap of life like in Indonesia. Any job is equal, and the workers' salaries are much higher. In Europe, including in Norway, there is such a thing as holiday money in June. So holiday money is 10.2% of last year's revenue."

"Noh, that is why it is a serious study. Who knows who will work in the next few years in Norway. Imagine your salary a month of 100 million; you are given how much you count for a vacation in June.." (605. Ternak Salmon di Norway).

The word holiday money is included in the majas metonymy. Majas metonomia here does not affect motivating students, but the whole sentence can be used as a motivation for students to learn. After listening to this podcast, I want to learn new things about Norway getting holiday money or a salary for vacations of 10.2% of the salary he gets per month. This is an opportunity for people who like vacations to be able to take advantage of this holiday money for vacations. Then, I will try to work in Norway because the salary offered and the additions from the company are pretty high.

Motivation has an important role in one's learning activities because no one learns without motivation (Rahman, 2022). Therefore, the four data can motivate students to be more active in learning. From the data above, it indicates and invites students to be diligent in learning by providing verbal support without cornering children between clever and stupid children, providing support in easy-to-understand language, and describing what benefits they get if they are active in studying, such as being able to get scholarships abroad which are entirely covered by companies or the government and can work abroad with promising salaries and facilities. Of the four data above, language styles that can influence listeners are elama and correction majas because they add additional explanations to their opinions. This analysis is in line with the analysis of the research (Putra & Wedasuwari, 2021) entitled "The Utilization of Language Style in the Earth Dance Novel by Oka Rusmini" which distinguishes this research from the previous research is the use of language style in general while this research focuses on the use of language style for student learning motivation.

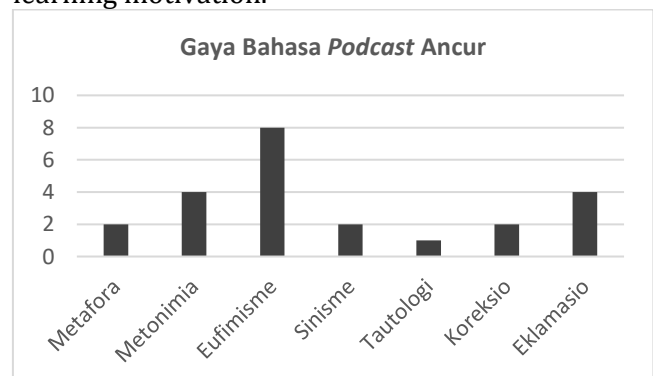


Figure 1. Style Diagram of the Language Used by Ancur Podcast

Interpretation of Research Results

The study found that 23 majas in 9 episodes of the *Ancur* Podcast out of 700 other episodes could be used as learning motivation. Taking motivation to learn students as this research is in line with the research (Adan, 2023) Entitled "The Importance of Learning Motivation in Improving Student Learning Outcomes". The research utilizes student learning motivation to support student learning outcomes. The results of his research show that most students who are highly motivated will be active in reading to improve learning outcomes and solve the problems they face, on the other hand, those who have low motivation, seem indifferent, easily despaired, and do not pay attention to learning which as a result students will experience learning difficulties. This study has several shortcomings that need to be clarified regarding the use of motivation in learning. The difference between this study and the research is that the research does not use digital media to motivate students to learn. In contrast, this research focuses on using podcasts as a digital medium due to the change of era. This research aims to provide an overview of the benefits of using language style in podcasts to listeners and explain how influential the use of language style is in motivating students to learn.

CONCLUSION

The conclusion of the analysis of language style in *the Ancur* Podcast reveals various elements of majas, such as metaphors, metonymies, euphemisms, cynicism, tautology, correction, and reclamation. The most commonly used majas on this podcast are euphemisms while the rarely used majas are cynicism and tautology. The use of language style in a literary work can help strengthen the delivery of the message and keep the listener's attention, so that the content conveyed is easier to understand and remember. This approach allows *the Ancur* Podcast to stand out among other content by blending entertainment and delivering relevant and touching information. Using language styles in *the Ancur* Podcast to motivate student learning shows significant potential in indirectly supporting the learning process. By presenting an informal feel that is familiar and entertaining, students can feel more connected and motivated in learning because the proper use or choice of words according to their portions can make the delivery of messages more optimal and on target. This creative approach can change their perspective on education as something interesting and inspiring.

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