

ABSTRACT

Agristi, Elfrida Diva. 2023. 19033005. *The Analysis of Figure of Speech Used By Damian Hoo on Hoointheworld YouTube Channel*. Thesis. Faculty of Teaching and Training Education of English Department. Islamic University of Darul Ulum Lamongan.

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Keyword: *Analysis, Figure of speech, YouTube, Hoointheworld*

Language in this sense becomes a possession of a social group, and an indispensable set of rules which permits its members to relate to each other, interact with each other, and cooperate. Linguistics is the scientific study of human language. It consists of phonetics, phonology, morphology, syntax, semantics, pragmatics, and sociolinguistics. Sociolinguistics is the study of the relationship between society and language. Figure of speech is one of the challenging aspects of sociolinguistic variations. YouTube is the first social website that gives permission to users in the world to upload their videos to the website. Based on the explanation above, the study is conducted to know what types of figure of speech that used by Damian Hoo on his Hoointheworld YouTube channel. Besides, this study is conducted to know which figure of speech is majorly used. Therefore, the researcher attempts to conduct this study entitled “The Analysis of Figure of speech On Hoointheworld YouTube Channel” on his YouTube channel.

This research is descriptive qualitative research which concerned with the status of phenomena and determining the nature of the situation at the time this research is conducted. The researcher collected data by observing the vlogger's conversation between vlogger and visitors on Hoointheworld YouTube channel. In this research, the observation used is indirect observation.

The result of this research, the researchers concluded that in the videos studied, four of the five types of language styles were found: formal style, consultative style, casual style, and intimate style. There are 11 utterances found that are categorized into types of speech styles. Formal style appears 27,3% (three times), consultative style appears 27,3% (three times), casual style appears 36,4% (four times), and intimate style 9% (one time). Moreover, researchers found that the dominant speech style used by vloggers and visitors on the Hoointheworld YouTube channel is a casual speech style. The researcher then recommends that future researchers with the same topic apply several theories about language style. Not only focusing on one theory but also combining it with several theories to get better research.