THE STYLES' VARIATION CONTAINED IN FRENCH MEDIA

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Abstract

The use of language styles has a widely varied purpose to convey information that is not explicitly expressed by the speaker. This study is aimed at describing the form and function of the styles contained in the French media. The subjects of this research are phrases and sentences contained in the CDP Lyrics in the *Blonde* albums, alcoholic beverages and advertisement *aplle* in French-language magazines, and in the speech by *François Hollande* in 'Le Figaro' newspaper. Data collection is done by observation and recording techniques using data tables. Data analysis uses the *agih* method. The analysis of the language style functions is done by using the speech components of SPEAKING. The validity is obtained through semantic validity and reliability through intra-rater reliability. The results of the study show that the style of language in the media is necessary for speech so that the content of communication is more beautiful and attractive. Language style functions depend on the context and purpose of the speech. The most dominant function in the lyrics of the song is the poetic, which prioritizes beauty. In Alcoholic Beverage Ads, the expressive function becomes dominant to make the advertisement more alive. In the Apple Product Advertising on the Internet, the language function is referential for emphasizing the topics described.

Keywords: language style, form and function

VARIASI GAYA BAHASA DALAM MEDIA PERANCIS

Abstrak

Penggunaan gaya bahasa mempunyai tujuan yang sangat bervariasi untuk menyampaikan informasi yang tidak akan dinyatakan secara eksplisit oleh si penutur. Penelitian ini bertujuan untuk menjelaskan bentuk dan fungsi gaya bahasa pada media komunikasi yang berupa lagu, iklan, dan Surat Kabar berbahasa Prancis. Subjek penelitian ini adalah frasa dan kalimat yang terdapat dalam Lagu CDP pada album *Blonde*, iklan minuman beralkohol, iklan *aplle* dalam majalah berbahasa Prancis, dan Pidato François Hollande dalam Surat Kabar *Le Figaro*. Pengumpulan data dengan metode simak dan teknik catat dengan tabel data. Analisis data menggunakan metode agih. Penentuan fungsi gaya bahasa menggunakan metode padan referensial. Fungsi penggunaan gaya bahasa dianalisis dengan komponen tutur SPEAKING. Keabsahan data melalui validitas semantis, reliabilitas dengan intra-rater. Hasil penelitian menunjukkan bahasa gaya bahasa yang paling menonjol pada lagu adalah asonansi dan hiperbola, pada iklan minuman

beralkohol adalah aliterasi dan hiperbola, pada pidato François Hollande adalah repetisi dan hiperbola, pada iklan *apple* adalah asonansi dan aliterasi. Fungsi bahasa yang sering muncul adalah referensial kecuali pada iklan minuman beralkohol, yang dominan adalah fungsi emotif. Fungsi gaya bahasa tergantung pada konteks dan tujuan. Gaya bahasa di media diperlukan agar konten indah dan menarik.

Kata kunci : Gaya Bahasa, Bahasa Prancis, Bentuk dan Fungsi

INTRODUCTION

Ads, songs, and the newspaper is a medium of communication everybody used. The role of the language in advertising is crucial to the success or failure of promotion of a product. The language styles used in advertisements aim to keep readers / consumers interested in buy the product. Communication with the newspaper media, both print and *online*, also requires the use of language that is easily understood by the reader, in the era of this highly sophisticated technology, newspapers become the most easily accessible media by every-body compared to other communications media, such as: internet, television, radio etc., because newspapers are relatively cheaper, while other media must provide or buy hardware first at a price that is more expensive than newspapers.

The use of language style as a way to convey ideas/thoughts or messages in communicating are very interesting to be studied because the style of language is capable of luring the sympathetic to the wearers. In article 'Language Variation and Style: What Makes People More Careful about their Style of Speech and Why?' by Baha (2014) found that language markers are highly considered in language style. In the same way, the use of language styles also has the purpose of conveying other information that will not be explicitly stated by the speaker. One of the dominant language styles used in advertising is imperative. The use of imperatives is a common thing to do in advertising (Dyer, 2009:111). Furthermore Wyer (2002:707) also explained that the use of metaphors in advertising not only affects the understanding of the information conveyed but also influences attention. Herring & Paolillo (2006) in their article about" Gender and Genre Variation" said that gender with certain spoken and writen genres are reproduce in weblogs, along with their societal valuations Efendi (2008) in his research on commercial advertisements on television show that (a) the style of repetition language can be done by using the same word to start a paragraph forming a rhythm so that the advertisement contains aesthetic value and it's pleasant to hear, (b) the mention company or brand names repeatedly to give the impression that the product offered is the only alternative that consumers need. Similar with some of the articles above, Puspidalia (2015) in her article '*Bentuk Fungsi, dan Makna Kias dalam Judul Berita Majala*h *Gatra dan Pemanfaatannya pada Pembelajaran Bahasa Indonesia di PGMI STAIN Ponorogo*' explained that the use of figurative

language serves to evoke, shorten, beautify, explain, illustrate, visualize, enliven, and stressed.

Research about using language styles in various media in several articles on journals i.e. by Budiyanto (2014) in his research on 'Persuasive Aspects in the Language of Political Party Advertisements' explained that political party advertisements for the 2009 Election utilize figurative language styles, namely hyperbole, imperative, metaphor-simile, acronymic, synekdoke, repetition, irony, and rhetorical questions. The whole figurative language is used to strengthen the persuasion power of advertising to the public. Sulistiyono (2016) on his research '*Struktur dan Fungsi Eufemisme dalam Rubrik 'Obituari' Harian 'Kompas'* found that that the euphemism used in the Kompas obituary rubric has a background of politeness, prestige, and glorifies the services of the person being reported. Hasanah, Achsani, & Al Aziz (2019) in their research '*Analisis Penggunaan Gaya Bahasa pada Puisi-Puisi Karya Fadli Zon*' Found that some dominant language styles used in the poems are personification, innuendo, sarcasm, cynicism, epithet, alliteration, epizeuxis, anaphora, and anadiplosis. Some of the language styles aim to emphasize the writer's intention, one of which is to insinuate the government policies which he deems not in accordance with his wishes.

In this article we will describe the results of research on language styles used in several communication media such as songs, advertisements, and newspapers. Style that the French call *le style* is *la Maniere particulière d'exprimer sa pensee, ses emotions, et ses sentiments* «special means used by a person to express his ideas, emotions, and feelings» (Larousse, 2009: 969). The style of language is also characteristic of a person in discourse (Dubois, Mathee, Louis, & Marcellesi, 2005: 446). Furthermore, the meaning of language style can be explained in three ways, namely: 1) the style of language is the use of the language richness by a person in speech or writing, 2) the style of language is the use of a certain variety to obtain certain effects, and 3) the style of language is the whole the language characteristics of a group of literary authors (Kridalaksana, 2008: 70).

Broadly speaking (Fromilhague, 2010: 20-21), the variety of language styles can be grouped into 4, namely: 1) *les figures de diction: (a) Modification du mots: l'aphérése, l'apcope, l'épenthèse, le mot-valise, (b) figures de «Continuité phonique»: l'allitération, l'assonance, la paronomase, 2) les figures de construction: la repetition, combinaison, 3) les tropes et comparaisons: la synecdoque, la métonimie, la métaphore, comparaison, 4) les figures de pensée: l'ironie, l'allegorie la litote, l'euphémisme, l'hyperbole*. Furthermore Tarigan (2013: 5) divides the various styles of the language also into four, namely: comparison, contradiction, linkage, and recurrence. Meanwhile in *http://.alloprof. qc.ca/BV/Pages/f1349.aspx* also described the variety of language styles grouped in 8 major groups, namely: 1) the opposition (*les figures d'opposition)* includes: antithesis, irony, antiphrasis*, le* chiasme, oxymoron, and paradox*,* 2) *les figures d'insistance* include: repetition (*la repetition),* redundancy (la *redon-dance),* pleonasm and anafora, 3) *les figures*

d'amplification include: hyperbole, accumulation, andgradation, 4) *les figures d'atténuation* or *d'omission* include: euphemism, litotes and ellipsis, 5) Analogy *(les figures d'analogie)* include: comparison includes: comparison, metaphor, allegory, and personification, 6) Substitutions (*les figures de substitution*) include: metonymy, synecdoche, and periphrasis, 7) Aliteration and Asonance, and 8) Anagrams. Another division of the style of language is delivered by Nurgiyantoro (2017: 215-273) that styles are grouped into two major groups, namely the figurative style (figurative language) and the structural make-up (rhetorical means).

Figurative language or figures of thought is a language expression techniques, style of language, whose meaning does not refer to the literal meaning of the words that support it, but the meaning of written or implied meaning. So, figurative is a style that plays with meaning that is by pointing to the meaning in question indirectly. It consists of several figurative languages, namely: (1) major comparisons that include: simile, metaphor, personification, and allegory, and (2) the major, which includes: metonymy and synecdoche.

The Structure *of speech* is another term of rhetorical means, which is a deliberate, manipulated, and desirable structure to attain beauty. Assignments can be classified in various forms, including: (1) repetition that includes: repetition, parallelism, anaphora, polisidenton and asidenton, (2) contrasts that include: hyperbole, litotes, paradox,

irony and sarcasm., and (3) other arrangements that include: rhetorical, climax and anticlimactic questions, antithesis.

In this study the grouping of language styles used is mixed language style, the researchers combine some of the above opinions to be complementary. Component analysis is used in this study to see how many components of the same meaning between lexeme in the form of language style with leksem that it refers to (which is not the style of language). Component analysis is a paradigmatic structure formed from the components of the meaning of several words which are divided into components of meaning in the same general , and the components of meaning that can distinguish between word one with another word (Tutescu, 1979:112). Each component componential analysis of meaning in it called *sem,* a collection of so-called *sememe sem.* Meanwhile Dubois et. all (2005: 102) suggests that component analysis is a procedure used to look at the smallest units or the smallest semantic units of a lexical unit meaning.

All language usage has a context, which, according to Halliday & Hasan (1994: 60-64), is divided into two, namely the context of the situation and the cultural context. The context of the situation is the immediate environment in which the text actually works, whereas the cultural context is the broader background that should be referred to in interpreting the text. Dubois et. all (2005:116) explains that *on appellee context l'ensemble du texte dans lequel se situe une unité déterminée, c'est-à-dire les éléments qui*

précèdent ou qui suivent cette unité, son environement"there is a certain unit, the elements that precede or follow the unit, or also called the environment.

Hymes (Johnstone & Marcellino, 2010:7-8) describes the importance of combining cultural aspects with aspects of language as a means of communication, known as ethnography of communication (etnography of communication). According to him there are 16 elements that must exist in every communication, which is called as component of speech, which include: message form, message content, setting, scene, speaker /, the addresser, the hearer / receiver, the addressee, the purpose-objcomes, the purpose, the key, the channel, the speech form form of speech, norm of interaction, norm of interpretation, and genre. Of the sixteen, Hymes abbreviated it by grouping two or three adjacent components into one term, then combined and composed into acronyms in English SPEAKING (Setting / Scene, Participant, End, Act Sequence, Key, Instrumentalities, Norme, Genre) and in French PARLANT (Participant, Actes, Raison / Résultat, Locale, Agent, Normes, Types).

METHOD

The source of data in the form of song lyrics in Blonde Album by Singer *Cœur de Pirate,* Sport News Articles In French Online Letters, and advertisements of health products in French magazines. To achieve the purpose of this study, the method of data analysis used is the method of both at the same method some basic techniques and advanced techniques. *Agih* method is used to achieve the first goal of determining the types of language styles, while referential reference methods are used to achieve the second and third objectives. Reference referred to in this study is the context that surrounds the use of language style, in this research will be used in the context of speech component SPEAKING. In addition, field analysis of meaning or compositional analysis will also be used to help determine the types of language styles. The *Agih* method is a method of data analysis where the means of identification exists or is part of the language in question (Sudaryanto, 2015: 18), whereas the method of matching is a method of data analysis whose outside detection tool, regardless, and not part of the language (langue). (Sudaryanto, 2015: 15).

RESULTS AND DISCUSSION
Result

Based on the results of the study, language style can be classified into 30 types of language styles, namely: antithesis, hyperbole, paradox, sarcasm, simile, metaphor, personification, metonymy, synekdok, alliteration, assonance, ellipsis, euphemism, anaphora, repetition, asymmetry, metaphorical, personification, metonymy, asidenton, polysidentone, silepsis, inversion or anastrophe, simploke, paranomasia, periphrasis, epistroph, parisos, apocopy. The complete results of the study are shown in the following tables.

Table 1 Types of language styles

Language Styles	CDP Lyrics in *Blonde* albums	alcoholic beverages	advertisement *aplle* in French-language magazines	Speech by François Hollande in 'Le Figaro' newspaper
Antithesis			2	14
Hyperbole	17	6	8	25
Paradox	5			
Sarcasm	1			
Simile	2		4	1
Metaphor	8	9		12
Personification	12		4	4
Metonymy	2	4	8	
Synekdok	9		2	
Alliteration	17	10	11	
Assonance	37	3	15	
Ellipsis		2	7	
Euphemism	5			
Anaphora	11			
Repetition		1	3	35
Asidenton	11	1		
Polysidentone	4		1	
Silepsis		1	2	
Inversion Or Anastrophe	4			
Simploke	3			
Paranomasia			2	
Periphrasis			2	
Epistroph			2	
Parisos			2	
Apocopy			1	
Total number	149	37	77	94

Based on the above table, it can be seen that the dominant language style used in Song Lyrics is assonance, which is 37 data (24%) of 149 data collected. in Alcoholic Beverages Advertisements, alliterative language style becomes dominant, 10 data or 27% of 37 data collected, in François Hollande's Speech, repetition is the most dominant language style, 35 data or 37.23% of 94 data found, and the last in Apple Product Adverts on Internet Sites, the dominant language style is asonance, 15 data or 19.48% of the 77 data collected.

Tabel 2: The function of language style

language style	CDP Lyrics in *Blonde* albums	alcoholic beverages	advertisement *aplle* in French-language magazines	Speech by François Hollande in 'Le Figaro' newspaper
Expressive (Emotive)	36	22	13	20
Conative	6	-	3	-
Referential	65	7	90	51
Poetic	**134**	21	13	6

On the table above it can be seen that the most dominant linguistic style function in song lyrics is poetic function, 134 data or 55% of all functions found (241). In Alcoholic Beverages Adverts, Expressive (emotive) functions become dominant, 22 or 44% of the 50 functions found. In François Hollande's Speech, the referential function became the most dominant, reaching 90 or 75.63% of the 119 functions found, and the last in the Apple Product Ad on the Internet, the dominant function is the referential function, 51 functions or 66.23% of the 77 functions found.

Discussion

The following describes an analysis of the type and function of the language style of the collected data.

Type of the Language Style

The dominant types of language styles that appear in all medias are: (1) assonance, (2), hyperbole (3), alliteration (4), antithesis (5), metaphor and (6) anaphora/repetition. Furthermore, the forms of language style will be described sequentially from the most dominant.

First, Asonance. Asonance is a repetitive language style in the form of a vowel repetition, in a word or several words. Usually used in poetry to get the effect of emphasis. In the following data, a part of the song Cap Diamant in the album *Blonde*, it founded the use of beautiful and poetic language, with the repetition of the same sounds. The beauty of the language contained in the data illustrates a woman's feelings towards her sweetheart, she emphasizes that she still loves him even though he no longer loves her.

Je me rappelle des secrets en cavale
[ʒə] [mə]   [səkrɛ]
'I remember the secrets on the run'

Laissés en murmures au creux de mes bras
              [krə] [də]
'Whispered in the crook of my arms'
Que je porterai, si lourds de tourments
[kə] [ʒə] [pɔrtərɛ]   [lurd] [də] [turmɑ̃]
'What I will wear, so heavy with torment'
Je t'entends encore crier doucement
[ʒə]   [dusəmɑ̃]
'I can still hear you screaming softly'

In this data there is the style of the language of the assonance, which is marked by the same sound repetition of the sound [ə] in the word *Je, me, secrets* on

the first line *Je me rappelle des secrets en cavale* (I remember the secrets on the run), the words *creux* and *de* in the second line, says *Que je porterai*, *de* in the third row, and *Je* word, *doucement* in the fourth row, there is also repetition of [u] *lourds de tourments*, and *doucement*. The repetition of sound [ɑ] is found in the word *tourments*, and *doucement.* This is in line with Syarifuddin's (2017) article in her article entitled: Assonance in Shakespeare's Poem 'The Rape of the Lucrece' which says that Asonance is a repetition of repressed vowels or consonants with different vowels in a phrase, and also Other definitions refer to repetition of vowels in words or syllables. Asonance has been used to interpret the similarity and identity of vocal sounds or even the similarity of any sound.

Second, Hyperbole. Hyperbole is the language style to express something exaggeratedly. The author of the following data, using the hyperbole language style, to expressed that both the heart of his lover and him, which in fact is in the human body, exaggerated the expression by saying that their hearts being in the vast ocean

On s'est connus le temps de plaire
'We knew each other the time to please'
Aux exigences qu'on s'est créées, mais on s'y perd
'The requirements we have created, but we get lost'
Tu n'es qu'à quelques kilomètres
'You are only a few kilometers away'
Et **nos cœurs, nos cœurs sont restés dans cette mer**
'And our hearts, our hearts have stayed in this sea'

In the data above, there is a hyperbolic style, located on the sentence: *nos cœurs sont restés dans cette mer (*our hearts, our hearts have stayed in this sea). *The word cœurs* (hearts) is organ of the human body located within the human body, in the data it is exaggerated to say that the (human) heart is in a vast ocean of ' *dans cette mer'* (in this sea) . The small thing is the human body, called the vast ocean. From the explanation above it can be seen that the words are too excessive. in the study of language style, giving excessive statements is called hyperbole. this was also explained by Syaifullah, Andriani, & Kasriyati (2018) in their article that hyperbole is an excessive force of comparison, even from actual reality.

Third, Aliteration. Alliteration is a language style that uses consinant repetitions at the begining of utterance at least twice. This style of language is widely used in poetry. The form of language usually used contains figurative meanings that can only be understood through feelings. Poetic language touches the reader's heart as if he feels what the writer feels (Keraf, 2010:113). In the following data the author described the word terroir, which was a very beautiful village with its authenticity as a masterpiece of Nature.

*Le **Terroir** est un chef d'**oeuvre** de la **Nature**.*
  [terwar]   *[oevr]*   *[natyr]*
'*Le **Terroir*** is a masterpiece of Nature'

In this data there is the style of alliteration, indicated by the repetition of the consonant [r] in *terroir, oeuvre,* and *nature*. Alliteration is used in

the sonnet which is the repetition of consonant sounds in a sentence (Farhana, 2013). The use of alliteration style of data gives the beauty of sound. This alitial style of language also supports the meaning of words in the style of the language, that is to say that *Le Terroir* wine products are a very natural masterpiece.

Fourth, Antithesis. Antithesis is a scheme contrasting expressions are used in case of words, phrases or sentences for saking of emphasis (Farhana, 2017, Keraf: 2010: 126)). Antithesis style can be seen in the following data. The following data is part of the opening speech *Fondation Louis Vuitton* in Paris on October 23, 2014 by François Hollande. he delivered the speech at the inauguration of a museum as well as a tourist spot in France. He conveyed the message by analogizing events poetically which in essence was a suggestion for innovation. In the following data François Hollande expressed his feelings about something extraordinary that had never been imagined.

> **Le « jamais vu »** *fait toujours peur mais* **le « déjà vu »** *lasse tellement*
> [lə ʒamɛ vy fɛ tuʒuʀ pœʀ mɛ lə deʒa vy las tɛlmɑ̃]
> 'The "never seen" is often frightening but "already seen" tires so much

In the data above there is a phrase that has the opposite meaning, ie «jamais vu» in contrast to «le déjà vu». « Le jamais vu » is something extraordinary (which never happened before)'. *Le déjà vu est un sentiment de revivre exactement une situation vécue antérieurement* 'déjà vu is a feeling as if to live again in an unprecedented

situation. Based on the component analysis of the two phrases it can be seen that between the phrases «*le jamais vu*» and «*le déjà vu*» have different sèmes (components of meaning). Neither has the same component of meaning. Components of meaning belonging to the phrase *le déjà vu* are + *existantace*, + *actualité*, and -*limité*, while the components of meaning possessed by the phrase «le jamais vu» are -existence, -actualité, and + limité. Thus, the data contained antithesis style.

Fifth, Metaphore. Metaphors are analogical comparisons between two words or expressions. On a fragment of the song's title titled Place de la République in the album Blonde below, the composer compared the word **tu** which refers to her lover with **a calm soul** phrase. Metaphorical style in both lexemes (**tu** and **soul**), explained that the author considered his lover as a soul full of tranquility. Through the lyrics of this song, the composer revealed how much he glorified his lover.

> J'ai couru en longeant la Seine
> 'I ran along the Seine'
> *En espérant te retrouver,* **l'âme sereine**
> 'Hoping to find you, serene soul'
> *J'ai couru sans savoir comment*
> 'I ran without knowing how'
> *Ni pourquoi on s'emballe,*
> 'Neither why are we racing'
> *on ne s'est connus qu'un moment*
> 'We only knew one moment'

Based on the component analysis above, it can be seen that there are 4 components of meaning (*sèmes)* , namely *Avoir une forme 'tangible' existe*

‹live›, *visible* ‹visible to the eye›, *lme* ‹quiet›. Leksem *l'ampeine* ‹quiet soul› has two sèmes, *existe* ‹live› and *calme* ‹quiet›, while leksem *tu* ‹you› has all sèmes. Thus, it can be seen the similarities between the two leksem, namely tangible, alive, and calm. Nevertheless, *L'éme sereine* and *Tu* have quite a fundamental difference, where *L'ème sereine* is invisible while *Tu is the* opposite. The comparison with the metaphorical style of the two lexemes is presented to explain that the speaker considers his lover a soul full of calmness. It is supported by Sharndama and Suleiman (2013) explanation that metaphore is a figurative language in which a word or phrase is directly compared to another in order to convey denotative meaning other than the literal meaning. Gönezer (2016) in his article also said that: *La métaphore consiste à désigner un objet ou une idée par un mot avec une relation d'analogie. Comme dans la comparaison, pour faire une métaphore il nous faut un comparé et un comparant.* (The metaphor is to designate an object or idea with a word with an analogous relationship. in the comparison, to make a metaphor we need a compared and a comparing).

Sixth, Anaphora/Repetition. Anaphora is a form of repetition of words at the beginning of a sentence or successive clause. Repetition of words shows how important the word is, as in the following data, the repetition of words ***un soir*** (one night) tells about the time when a woman who remembered memories of someone she loved. the repetition of lingual 'un soir' to emphasize that she waited for her sweetheart in the evening.

Je 'attendrai au moins le temps de dire
'I waited a little while to talk to you'
Que j' ai voulu prendre le plus grand risque
'That I wanted to take the biggest risk'
***Un soir** qui m 'a rendue bien triste*
'One night that made me sad'
***Un soir**, Place de la République*
'One night, Place de la Republique'

In the data above, there is anaphora repetition style, i.e. repetition of phrase *Un-soir* (one night) at the beginning of a consecutive sentence. The phrase *Un soir* is repeated twice, the first in the sentence *Un soir qui m 'a rendue bien triste* (One night that made me sad) and the second in the sentence *Un soir, Place de la République* (One night, Place de la Republique). Khusnin's (2012) research on Habiburrahman El Shirazy's Novel *"Ayat-Ayat Cinta" and Their Implementation of Literature Teaching in High School* also found that anaphora is a style of repetition, in the form of repetition of the first word on each line. the important word is repeated several times in a row. The repetition language style form is also found on the following data.

*Mais j'arrive et que celles qui **t'attendent***
'But I'm coming and those waiting for you'
*Ne **t'attendent** plus jamais*
'Won't wait for you again'

On the data above there is a simploke replica language style, which is seen from lingual units *t'attendent* repeated twice, in the first and second row. On both data above, there are anaphora/repetition language style, those are repetition of phrases ***un soir*** and ***t'attendent*** at the

first and second row. Anaphora/Repetition is intended to give emphasis to the message to be conveyed.

Function of the Language Style

The dominant language functions appear in the media are (1) poetic, (2) referential, (3) expressive. Next, the function of language style in sequence starting from the most dominant will be described as follows.

First, Poetic function. The poetic function focuses on the message. the message is processed as aesthetically and romantic as possible. The poetic function is shown by the use of beautiful words that have the same sound in each part of the sentence. A romantic impression that aims to express a woman's feelings to her lover about a devotion of love can be seen on the following data.

Mais j'arrive et que celles qui
'But I come and those who are waiting'
t'attendent Ne t'attendent plus jamais
'Won't wait for you again'
Ou se fassent un sang d'encre Pour ce diamant que j'ai
'Or really feel worried about the diamonds I have'
Si je dois moi-même tender La carte d'une dévouée
'If I have to stretch the map of devotion'

The data above founded on the song *Les Amours Dévouées* on the album *Blonde* which was released in Canada in 2011. The atmosphere in the song is a romantic impression. The song tells the story of two people who love each other, but they should have a long distance relationship. Many women like the man. When a woman comes to see him, those who have feelings for him know that, and finally don't love him again after seeing the diamond ring worn by the woman. Based on the context that has been described, the data above has a poetic function. The function found in the speech refers to the ends, i.e to express his feelings about a devotion of love

Second, Referential function. Referential functions occur when we are discussing a particular context. It serves as a tool to discuss objects or events that exist around the speaker and a tool to express thoughts (Rohmadi, 2004). The referential function appears in the following data.

Tombée d'étoiles, cette nuit qui chante
De vivre au gré du temps
Mais lève les voiles, ô voilier blanc
Élève quand **tourne le vent** '
'Fallen stars,
'To live with time'
'But lift the sails, O white sail boat'
'Raise it as the wind spins this night that sings'

In the data above is found in the expression of *tourne le vent* (fallen stars). This expression consists of a verb as a predicate (tourne) + noun as subject (le *vent*). The usual sentence structure is the Subject + Predicate. In the data, sentence arrangement is made inversion or arrangement into Predicate + Subject ' *tourne le vent'*. Based on the description of the context that accompanies the speech on the data, the function in the speech is a referential function, that is the function that refers to the content of the message or topic of conversation, the topic of the speech is: *Tombée d'étoiles,*

cette nuit qui chante (fall of the stars, singing tonight).

Third, Expressive/Emotion function. Expressive functions rely on the feeling of the speaker. On the following data, this function is indicated by the sentence *Je t'ai aimé mais je t'assure que c'est la fin* ('I loved you but I assure you it's the end). On that expression, the woman (je) expresses her feelings to her lover (tu) who has hurt her.

> *Mais dis-moi adieu demain*
> 'But tell me goodbye tomorrow'
> *Dis-moi adieu en chemin*
> 'Say goodbye on the way'
> Va voir les autres je n'en pense rien
> 'Go see others I do not think anything'
> ***Je t'ai aimé mais je t'assure que c'est la fin***
> 'I loved you but I assure you it's the end

The data above contains the paradoxical style, seen in the opposition of *Je t'ai aimé mais je t'assure que c'est la fin*. This sentence contains a contradiction, that figure is very loving *je tu,* but also to convince the *je tu* that today is the last time, love but soon will end. This song contains about a desire to separate from her partner. The lyrics in the song on this data is a simple lyrics about the farewell that is commonly felt by many couples when experiencing a phase in which a lover really wants to forget his partner even expecting him to disappear from his life. Based on the description of the context surrounding it, the speech on the song above has an expressive function, since *je* expresses a very disappointed feeling to her lover (tu). One of the expressive function is to express feelings of disappointment experienced by someone (Rahayu, 2012).

CONCLUSION

Based on the results and and data analysis, it can be concluded that the use of media is very useful in various activities communicate in the community. In addition, the style of language in various forms of written and spoken communication in the media varies greatly and is necessary for speech (oral and written) to appear more beautifully attractive and to avoid repetitions that can inflict the boredom of the reader or listener. Language style functions vary greatly in accordance with the context and purpose of the speech. The most dominant function of the song lyrics is the poetic function, which prioritizes beauty. Advertising of Alcoholic Beverages on the expressive function (emotive) become dominant for advertising arouses more alive. In the Apple Product Ad on the Internet Site the dominant function is the referential function, which emphasizes the topic described.

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