



A SOCIOLINGUISTICS ANALYSIS: THE COMPARISON OF LANGUAGE STYLES USED BY BEAUTY VLOGGERS SUNNY DAHYE AND AMANDA STATIC ON YOUTUBE SHORT

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Abstract

This study aims to analyze and compare the language styles used by two beauty vloggers, Sunny Dahye and Amanda Static, in their YouTube Short beauty vlog videos. In addition, this study also aims to explain how social context influences the choice of language styles used by the two beauty vloggers. This study uses a descriptive qualitative approach with data used from 11 YouTube Shorts videos of each vlogger published in the period 2024–2025. This study uses Joos's theory (1967) and the theory of social context and language functions from Holmes (2013). The results of this study found that there are four types of language used by Sunny Dahye, formal, consultative, casual, and intimate, with the casual language style being the most dominant. Meanwhile, Amanda Static only uses three language styles, namely casual, consultative, and intimate, with the dominance of the casual and consultative language styles. These differences in dominant language styles are influenced by each vlogger's social context, including their relationship with their audience, digital communication settings, the topics discussed, and the language functions used. In terms of language functions, Sunny Dahye predominantly uses expressive functions, while Amanda Static predominantly uses referential and directive functions.

Keywords: Language Style, Language Function, Social Context, Beauty Vloggers, YouTube

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A. INTRODUCTION

Language is an essential tool of communication especially for humans to convey ideas, intention and meanings. Through language, people can express feelings and thoughts in various situations of everyday life. The way language is used is not only determined by grammatical rules, but also by social factors such as the relation between speakers, the context, and the purpose of the communication. Therefore, understanding language requires not only linguistic competence, but also awareness of social and contextual aspects that shape meaning. This perspective emphasizes that language functions dynamically in society and cannot be separated from the context in which it is produced.

The study of language in relation to its social context is closely associated with sociolinguistics. Holmes (2013) states that sociolinguistics focuses on the relationship between language and society, examining how social factors influence language choice and language use. In sociolinguistic studies, language variation becomes a crucial topic, as speakers often adjust their language according to different situations, audiences, and communicative goals. One form of language variation that reflects social sensitivity is language style. Language style refers to the way speakers choose particular linguistic forms to suit specific contexts. Joos (1967) proposes five types of language styles, namely frozen, formal, consultative, casual, and intimate styles. These styles demonstrate how language varies from very formal situations to highly personal and intimate interactions.

Language style is not used arbitrarily; rather, it is shaped by social context. Holmes (2013) explains that social context includes participants, setting, topic, and function of interaction. These factors influence how speakers choose appropriate language styles in communication. For example, interactions in formal institutions tend to require formal or frozen styles, while interactions among close friends or family members commonly involve casual or intimate styles. Thus, language style serves as an important indicator of social relationships and communicative intentions.

In the digital era, language use and language style are increasingly visible through online platforms, particularly social media. Social media has become a dominant space for communication, allowing individuals to interact, share information, and express themselves publicly. One of the most popular platforms is YouTube, which provides various forms of content, including short videos known as YouTube Shorts. YouTube Shorts are brief audiovisual videos that allow creators to deliver messages concisely and creatively. Through this medium, speakers often adapt their language styles to attract audiences, convey authenticity, and build social connections.

Among the various types of content on YouTube Shorts, beauty-related content has gained significant popularity. Beauty vloggers often share makeup tutorials, product reviews, skincare routines, and personal experiences related to beauty. In delivering their content, beauty vloggers do not merely present information; they also engage with viewers through specific language choices and styles. The language used by beauty vloggers reflects their identities, social positioning, and relationships with their audiences. Therefore, beauty vloggers provide a rich source of data for analyzing language style and social context in digital communication.

This study focuses on two well-known beauty vloggers, Sunny Dahye and Amanda Static, who actively create content on YouTube Shorts. Both content creators are known for their distinctive ways of speaking and engaging with their audiences. Although they operate within the same content domain, their language styles and language function in social contexts may differ due to factors such as personal background, communicative goals, and audience orientation. These differences make their content suitable for comparative sociolinguistic analysis, particularly in examining how language styles are employed within specific language function in social contexts.

Several previous studies have examined language style and sociolinguistic features in media and social media contexts. However, many of these studies primarily focus on traditional media or long-form content, such as television programs or full-length YouTube videos. Research specifically addressing language style in YouTube Shorts remains limited, despite the growing popularity of this format. Moreover, previous studies often analyze language style without explicitly linking it to social context, which is a crucial element in understanding why certain styles are chosen by speakers.

Based on these considerations, this study seeks to fill the existing research gap by analyzing language styles and social contexts in YouTube Shorts content created by Sunny Dahye and Amanda Static. This research applies Joos's (1967) theory of language styles and Holmes's (2013) framework of social context to identify and interpret the language styles used by the selected beauty vloggers. By focusing on short-form digital content, this study offers a more contemporary perspective on sociolinguistic analysis in online media.

This study is limited to the utterances produced by Sunny Dahye and Amanda Static in their YouTube Shorts videos. The analysis concentrates on identifying the types of language styles used and examining how social context influences these language choices. Through this approach, the study aims to provide a clearer understanding of how language style functions in digital beauty content and how social factors shape communication in online platforms. Ultimately, this research is expected to contribute to sociolinguistic studies by highlighting the relevance of language style and social context in modern digital communication.

B. RESEARCH METHOD

This study employs a qualitative descriptive method with a comparative approach in analyzing the data. According to Litosseliti (2024), qualitative descriptive research aims to describe phenomena based on naturally occurring data without manipulation. In addition, Ragin (2000) explains that comparative research is used to compare two or more cases in order to identify similarities and differences between them. Therefore, this method is considered appropriate for describing and comparing the language styles used by beauty vloggers Sunny Dahye and Amanda Static on YouTube Shorts. The data of this study consist of utterances produced by Sunny Dahye and Amanda Static in their beauty-related YouTube Shorts videos. The data sources were 22 videos in total, comprising 11 videos from Sunny Dahye and 11 videos from Amanda Static, published between 2024 and 2025.

This study focuses on analyzing language styles based on the level of formality as proposed by Joos (1967), which includes frozen style, formal style, consultative style, casual style, and intimate style. The analysis also considers social context factors such as participants, setting, topic, and function based on Holmes's (2013) sociolinguistic theory to explain how background and situational factors influence language style choices. The data were collected using observation and documentation techniques. The researcher watched the selected videos repeatedly, transcribed the utterances, translated them into English when necessary, and identified expressions indicating particular language styles. The researcher acted as the main research instrument in collecting and analyzing the data. Data analysis was conducted by classifying each utterance according to its language style type and calculating the frequency and percentage of each style. Furthermore, the findings were interpreted by linking the dominant language styles to the language function in the social contexts of each vlogger. Through this method, the study systematically describes how language styles differ between Sunny Dahye and Amanda Static and what are the language function used in their YouTube beauty vlogs.

C. RESULT AND DISCUSSION

1. Research Finding

1) Types of Sunny Dahye's Language Style

After analyzing the data, the researcher found 211 utterances from 11 YouTube Shorts videos used in this study. These utterances were delivered by beauty vlogger Sunny Dahye. The researcher then classified and analyzed the utterances based on Martin Joos' (1967) theory of language styles, which categorizes language into frozen, formal, consultative, casual, and intimate styles. The following are the findings of the study:

Table 1. Distribution of language style used by Sunny Dahye

No.	Video	FzS	FmS	ConS	IS	CsS	TOTAL UTTERANCES
1	COBAIN MAKEUP HACK HALLOWEEN	0	0	1	0	16	17
2	COBAIN SPONGE VIRAL	0	0	0	0	23	23

3	COBAIN FOUNDATION VIRAL	0	0	0	0	17	17
4	COBAIN LIP VIRAL	0	0	2	0	15	17
5	COBAIN FOUNDATION VIRAL	0	1	5	0	12	18
6	COBAIN LIP VIRAL	0	0	4	0	17	21
7	COBAIN FOUNDATION WARNA WARNI	0	0	3	0	17	20
8	COBAIN HACK PRIMER VIRAL	0	0	7	0	13	20
9	GRWM SEBAGAI BUMIL	0	2	0	11	4	17
10	COBAIN PINSET ALIS	0	0	3	0	11	14
11	GRWM REAL STRUGGLE	0	0	3	8	16	27
TOTAL		0	3	28	19	161	211

Table 1 shows the casual style was the most dominant, appearing 161 times, indicating that this is the language style mostly used by Sunny. Besides the casual style, another language style frequently used by Sunny is the consultative style, which appeared 28 times. This shows that Sunny also often uses a semi-formal tone when explaining or instructing the audience about products and makeup applications. Meanwhile, the intimate style appeared 19 times, which expresses personal feelings or shares personal experiences. She often uses this intimate style to tell about her pregnancy experience. And finally, the formal style only appeared three times, used to introduce products. Of the five types of language styles, the frozen style was not used by Sunny. This is to keep her conversation in the vlog relaxed and close to the audience.

2) Sunny Dahye's Language Function

Based on Holmes's theory (2013), the dominant use of casual and consultative styles in Sunny's speech is influenced by several factors, such as participants, setting, topic, and function. The participant factor influences the choice of language style based on the relationship between Sunny as a beauty vlogger and her audience, who are positioned as followers or friends,

not formal learners. Therefore, she uses casual and consultative styles to minimize social distance and create a sense of familiarity. The communication setting, in this case, the digital platform YouTube, also encourages spontaneous and relaxed speech, rather than stiff or institutional language. In terms of topics, Sunny's speech focuses on makeup tutorials, product reviews, and her personal experience, all of which are light topics, so casual and semi-formal expressions are more appropriate.

And the final factor is function, which also plays a role in shaping Sunny's language style. Sunny's speech often has an expressive function, allowing her to convey personal feelings, judgments, and emotional responses, thus aligning with the use of a casual language style. Furthermore, referential and directive functions also appear when Sunny explains products or provides step-by-step instructions, which encourages the use of a consultative language style to keep information clear yet easy to understand and friendly. The phatic function is also used to maintain interaction and engagement with the audience, thus reinforcing an informal and friendly atmosphere. These various functional demands explain why Sunny's language style is dominated by casual and consultative styles, as these two styles are best able to accommodate emotional expression, information delivery, instruction, and audience engagement in the social context of beauty vlogging.

3) Types of Amanda Static Language Style

After analyzing the data, the researcher found 200 utterances from 11 YouTube Shorts videos used in this study. These utterances were delivered by beauty vlogger Sunny Dahye. The following are the findings of the study.

Table 2. Distribution of language style used by Amanda Static

No.	Video	FzS	FmS	ConS	IS	CsS	TOTAL UTTERANCES
1	Lagi promo loh!! Kusuka	0	0	8	1	11	20
2	Cuma 40ribuan? Mother of Pearl	0	0	15	2	8	25
3	Suka sama tiga lip balm lokal inii!!!	0	0	12	0	10	22
4	Lokal punya! Ada di kerang yaa	0	0	8	1	14	23
5	Body lotion dan body serum tuh beda guys.	0	0	5	0	8	13

6	Eyemakeup-nya Just Miss?	0	0	18	0	27	45
7	Skincare affordable banget!	0	0	13	0	21	34
8	Cushion lokal murce?	0	0	11	0	22	33
9	Makeup bisa buat kesehatan mental?	0	0	9	0	14	23
10	Bulu mata magnet nih!	0	0	4	0	39	43
11	Akhimnyaaa! #Amaterasun	0	0	8	0	26	34
TOTAL		0	0	111	4	200	315

Table 2 shows that only three language styles were used by Amanda, namely consultative, intimate, and casual style. Casual style is the language style most used by Amanda, with 200 utterances and is mostly used in spontaneous, light, and expressive communication. The second most frequently found language style is consultative style which appears 111 times. This consultative style is often used when Amanda explains the function of a product, demonstrates its use, or gives recommendations. On the other hand, intimate style appears only four times which shows that Amanda rarely expresses her personal feelings to the audience. Of the five language styles, Amanda does not use frozen and formal styles which shows that Amanda strives to make her vlog have a close relationship with the audience.

4) Amanda Static's Language Function

The language style used by Amanda Static is influenced by various factors, which according to Holmes (2013, p. 240) are based on four factors: participants, setting, topic, and function. The participants in this vlog consist of Amanda as the speaker and the audience who watches the vlog online. This forms a friendly relationship but still maintains social distance. This makes Amanda often build close relationships with the audience by using a casual style so they can be like friends. The setting of this data is an informal YouTube vlog that encourages relaxed communication and can use spontaneous language. These topics discussed in the vlog also discuss casual topics such as makeup product reviews and tutorials, so the language used can use a casual or consultative style. And finally, the function of Amanda's

speech is to provide information about the product and instruct her audience about it while maintaining a friendly and interactive tone. The findings show that the referential function is the most dominant in Amanda's utterances, indicating that she primarily uses language to convey factual information, explanations, and product-related details clearly and accurately. This strong referential focus supports the frequent use of consultative style, as Amanda positions herself as an information provider who explains products and techniques in a clear yet accessible manner. Directive function also appears when Amanda guides viewers through application steps or routines, further reinforcing the consultative style used for instructional purposes. Expressive function is present when Amanda shares personal evaluations or reactions, which aligns with her casual style, although emotional expression is not as dominant as in Sunny Dahye's case. Additionally, the use of phatic function helps maintain interaction and engagement with the audience through greetings and direct addresses, strengthening the informal atmosphere. Overall, these functional demands explain why Amanda's language style is largely dominated by casual and consultative styles, as they best accommodate informative, instructional, evaluative, and interactive communication within beauty vlogging.

5) Comparison of Language Style Usage Between Sunny Dahye and Amanda Static

Tables 1 and 2 present the frequency language style use in each of the YouTube short videos used in the data, because the total number of utterances between Sunny Dahye and Amanda Static differs significantly, these frequencies were normalized as percentages to allow for consistent comparisons, as shown in Table 3.

Table 3. Percentage of Sunny Dahye and Amanda Static language style

No.	Types Of Language Styles	Sunny Dahye		Amanda Static	
		Amount	%	Amount	%
1	Frozen Style	0	0%	0	0%
2	Formal Style	3	1.42%	0	0%
3	Consultative Style	28	13.27%	111	35.24%
4	Intimate Style	19	9%	4	1.27%

5	Casual Style	161	76.3%	200	63.49%
Total		211	100%	315	100%

Based on the calculations shown in Table 4.3, the results show that casual style is the most dominant style used by both vloggers. Sunny Dahye uses casual style more often, as much as 76.3%, while Amanda Static uses casual style only as much as 63.49%. However, for consultative style, Amanda uses it more often, namely 35.24% compared to Sunny who only uses it 13.27%. This shows that Amanda uses a more instructional and semi-formal approach in her delivery. Meanwhile, in intimate style, Sunny uses it more often, as much as 9% while Amanda only uses it 1.27%, which indicates that Sunny's language style is often more personal and emotionally expressive with her audience. Meanwhile, the frozen style is not used by both beauty vloggers and the formal style appears minimally, namely only in Sunny's data with a percentage of occurrences of only 1.42%. This pattern shows that YouTube beauty vlog communication prioritizes interactive, spontaneous, and socially engaging speech, in line with the informal digital discourse typical of online influencer culture.

The differences in social context between Sunny Dahye and Amanda Static play a role in shaping their language style choices. Sunny Dahye tends to position herself not only as a beauty vlogger, but also as an individual sharing personal experiences, including pregnancy experiences and self-reflection. In this context, participants are positioned as close friends or trusted community members, thus narrowing the social distance. This encourages Sunny to more frequently use casual and intimate language styles, as well as expressive and phatic language functions to build emotional closeness and authenticity with the audience. On the other hand, Amanda more often positions herself in the social context as an objective and informative information provider or product reviewer. Although the relationship with the audience remains intimate, the social distance Amanda builds tends to be more stable and professional than Sunny's. This language function is reflected in the dominance of referential and directive functions in Amanda's speech, which then encourages the use of consultative and casual language styles in a balanced manner.

2. Discussion

Based on the findings, Sunny Dahye and Amanda Static used language styles that differed in frequency according to Joos's (1967) classification. Sunny Dahye used four types of language styles: formal, consultative, intimate, and casual. Amanda Static, on the other hand, used three: consultative, casual, and slightly intimate. Overall, the casual language style dominated both speakers, with a

percentage of 76.3% for Sunny Dahye and 63.49% for Amanda Static. This choice of language style was influenced by four factors described by Holmes (2013, p. 240): participant, setting, and function.

Participants in both vlog data sets were vloggers and audiences. While neither shared physical contact, they nonetheless established a social relationship through one-way conversations between the vlogger and the audience, which ultimately elicited reactions. Holmes (2013, p. 250) explains that speakers can modify their language depending on their identity and the social distance between them and their audience. In this case, both vloggers used casual and consultative styles to reduce the social gap between themselves and their audiences. For example, the frequent use of the term “guys” to indicate familiarity, fillers like “*nih*” or “*loh,*” and informal verbs like “*nyobain*” (trying) as a spontaneous form. This shows that Sunny and Amanda have a desire to sound friendly and close, by treating their audience as their peers. This aligns with what Luhulima et al. (2024) explained that social relationships shape language variations, in which case digital influencers often use casual language to maintain close relationships with their audiences.

Not only from the participant aspect, the setting of this communication also supports the dominant language style used. The setting of both data is a YouTube vlog, which is an informal and flexible communication environment. This is certainly different from institutional settings such as classrooms or conferences that are more rigid and structured. Vlogs encourage spontaneous conversations, with humor, and expressiveness. Holmes (2013, p. 252) explains that physical and social settings influence how a person speaks. In this study, Sunny Dahye and Amanda Static communicated in a public online setting that has an informal social setting. This explains why the frozen style was not used and the formal style was minimally used.

The topics discussed in the data vary, but the primary focus is makeup tutorials, skincare/makeup reviews, and product demonstrations. These topics are not academic, but rather informal information. This non-academic nature leads to a tendency for the language used to be more casual or consultative rather than formal or frozen. This is consistent with Holmes (2013, p. 252), who noted that the topic determines the choice of style, particularly when discussing personal or entertainment topics, where the language used is more relaxed. Both vloggers often use a casual style, particularly when discussing product reviews, but when discussing instructional topics, their language style shifts to a consultative style. This illustrates how dynamic topic changes shape linguistic formality in YouTube communication.

In terms of function, both vloggers demonstrate different functional tendencies that align with their respective language styles. Amanda Static predominantly uses the referential function, particularly when explaining product details, ingredients, and makeup techniques, as seen on how she conveys information and explains a cause–effect relationship related to learning makeup. This referential function supports the use of a consultative style, as Amanda positions herself as an information provider who explains concepts in a structured, inclusive, and educational manner while maintaining an approachable tone within the vlog setting. In contrast, Sunny Dahye most frequently employs the expressive function to convey personal feelings, evaluations, and emotional responses, especially when sharing personal experiences or spontaneous reactions. This function is shown in she conveys her personal feelings and emotional state regarding her pregnancy. This expressive function aligns with a casual language

style, supported by the vlog setting and the emotionally charged topic of anticipating the birth of her child. Together, these differences illustrate how language function plays a crucial role in shaping language style choices within beauty vlogging discourse.

From a sociolinguistic perspective, the more frequent use of these two vloggers' casual style demonstrates how digital discourse prioritizes authenticity and connection with the audience over strict linguistic accuracy. This suggests that online media encourages language practices that utilize code-mixing, fillers, and intensifiers to imbue authenticity in their vlogs.

D. CONCLUSION AND SUGGESTIONS

Findings from this study revealed that Sunny Dahye uses four types of language styles: formal, consultative, intimate, and casual, and Amanda Static uses three types: consultative, intimate, and casual. Casual style emerged as the most dominant language style used by both vloggers, accounting for 76.3% of Sunny Dahye's utterances and 63.49% of Amanda Static's utterances. This dominance of casual style indicates that both YouTubers use informal language. This is because their speech uses spontaneous and expressive language, such as greetings like "guys," fillers like "nih" and "loh," and everyday expressions like "nyobain" (trying) or "*murce*" (cheap) to convey a sense of familiarity with the audience.

The consultative style was the second most frequent. However, there was a difference in the intensity of its occurrence, as Amanda exhibited the consultative style more frequently, at 35.24% compared to Sunny's 13.27%. Amanda frequently used the consultative style because her speech focused on explaining products, providing demonstrations, and making recommendations, which require structured and clear delivery. On the other hand, Sunny Dahye used the intimate style more frequently, appearing in 9% of the data compared to Amanda's 1.27%. This indicates that Sunny tends to share personal experiences, such as her pregnancy experience. On the other hand, the formal style only appeared in Sunny Dahye's speech, appearing in 1.42% of the data, especially when introducing products. The frozen style was not found in these two YouTubers.

Based on Holmes's (2013) theory, the results of this overall data can be interpreted as four factors influencing YouTubers' language style choices. The first factor is the participants, with both vloggers (Sunny Dahye and Amanda Static) acting as both speakers and audience members. This results in the speakers' chosen language style sounding friendly to their audiences. The setting of these two data groups is YouTube, an online and informal medium that provides speakers with the opportunity to communicate more casually and spontaneously. The topics in both data groups are also lighter, as they only discuss makeup tutorials and product reviews.

Finally, the function of the speech also plays a significant role in shaping the YouTubers' language style choices making it the major factor that differs language style between Sunny Dahye and Amanda Static. In Sunny Dahye's vlogs, expressive function appears most dominantly, as she frequently conveys personal feelings, evaluations, and emotional experiences, which strongly supports the use of casual and intimate styles to build closeness and authenticity with the audience. In contrast, Amanda Static's speech is dominated by referential function, reflecting her focus on delivering factual information, product explanations, and comparisons, which

contributes to her frequent use of consultative style. These functional differences explain how language functions significantly influence the dominant language styles used by each vlogger.

Some language functions were not found in the data, particularly the poetic and metalinguistic functions. This absence occurs because the vlog content prioritizes practical communication, emotional expression, and audience interaction rather than aesthetic language play or explicit discussion about language itself. As beauty vlogs are goal-oriented toward information delivery, instruction, and engagement, functions that focus on linguistic form or artistic expression are not communicatively necessary in this context.

Overall, this study concludes that Sunny Dahye and Amanda Static rely on casual and consultative language styles to create authenticity, rapport, and engagement with their audiences. The differences in Sunny Dahye and Amanda Static's language styles are influenced by the function and topic factors of their utterances.

The researchers recommend further research examining language styles in digital media, particularly beauty vlogs across various platforms. Future research could analyze how linguistic devices such as fillers, code-switching, intensifiers, and addressing can contribute to building authenticity and persona in digital communication. Furthermore, further research could expand the participant pool beyond beauty vloggers, such as other content creators like gaming or educational vloggers. This could provide a broader comparison, given the differences in topics and functions.

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