



Communication Style in Indonesia's Television Series: My Nerd Girl

Ekrisyen Duha¹, Umar Mono², Alemina Br. Perangin Angin^{3*}

^{1,2,3} English Department, Universitas Sumatera Utara

Jl. Dr. T. Mansur No.9, Padang Bulan, Kec. Medan Baru, Kota Medan, Sumatera Utara 20222, Indonesia

E-mail: ekrisyenduha@gmail.com, umar.mono60@gmail.com, alemina@usu.ac.id

ARTICLE INFO

Received:
7 February 2022

Accepted:
25 March 2022

Published:
1 April 2022

Keywords:

Communication style,
Culture, Language

ABSTRACT

This research is about communication styles in Indonesia's television series. The research was conducted because it had an interesting and unique phenomenon in it where the characters or actors and actresses had a certain communication style, which makes it interesting to be conducted. The communication style and the way of actors in Indonesia's Television series 'My nerd girl' communicate are the aims of this research. This research was descriptive qualitative research because it aimed to describe and explain in depth a case that would be researched. The data was documentation which consists of the video and transcript of Indonesia's television series called My Nerd Girl. The data was analyzed by using theory of Miles, Huberman and Saldana, which consists of three steps: data reduction, data display, and conclusion drawing/verification. The research results showed that the communication style found in Indonesia's Television series 'My nerd girl' are into slang, bad words, positive, and negative words. Another research result revealed that the way of communication in that series is just a style of speaking or the style of communication, which means certain characters speak English naturally in some scenes.

How to Cite:

Duha, E., Mono, U., & Angin, A. Br. P. (2022). Communication Style in Indonesia's Television Series: My Nerd Girl. *Austronesian: Journal of Language Science & Literature*, 1(1), 1-8. <https://doi.org/10.59011/austronesian.1.1.2022.1-8>

1. Introduction

COVID-19 is a phenomenon that has caused life-changing events in the last 3 years since 2019 (Hasan, Rehman, & Zhang, 2021; Islam, 2022; Stefaniec, Brazil, Whitney, & Caulfield, 2022; Wittenberg, Goldsmith, Chen, Prince-Paul, & Johnson, 2021). It is shocking but has to be adapted to and slowly become a habit. The pandemic builds a new habit for people all around the world and no exception for Indonesia, where everything happens on the internet, such as online school, online shopping, and social media, where every aspect of society's life is exposed and shared on the internet. One of the targets of

*Corresponding Author
E-mail: alemina@usu.ac.id

this phenomenon is teenager as a Z generation, which is nowadays, teenagers, has to feel like they are doing everything at home (Gabriellova & Buchko, 2021; Liu, Liu, Yoganathan, & Osburg, 2021; Seibert, 2021). # *Dirumahsaja*.

Based on the research who done by Aprilia, Sriati, & Hendrawati (2020) stated that as many as 72 students in senior high school are addicted to social media at a low level, and the rest of the students were addicted at a high level. From this research, it can be concluded that all students at the high school level are addicted to social media. Although the level is low and high, it is still an addiction. The research shows that the target of this culture, which is popping up on social media and all of the things which are spread out on the internet, is teenagers.

As people spend most of their time in front of the screen, what has been exposed on the internet influences people's habits. Most teenagers talk about the way how it is exposed on the internet. That can be seen from what teenagers post, such as status updates or captions for the photos and videos that are uploaded based on the slang or communication style that is happening on the internet. This kind of lifestyle in the pandemic COVID-19 forms a new habit for people, especially in Indonesia, as one of the biggest impacts nowadays is social media, where on social media almost all activities can be done, such as interaction, shopping, working, etc. One of the biggest phenomena recently is the Indonesian Television Series, which is one of the most famous series and even every scene appears on some social media platforms such as Telegram, TikTok, Facebook, and Instagram.

My Nerd Girl is one of the booming series nowadays as it has an interesting story and fresh actors, which is still young and becoming an attraction for people in Indonesia, especially teenagers. It is about two siblings, who are twins, and one of the siblings died mysteriously, and the other sibling tried to find out the mystery behind it. The interesting thing is not only the story of this series but the way they communicate between actors in some scenes, which is different from other kinds of television series. Therefore, this series is chosen because of the style of communication in it which is different and affects teenagers. Teenagers can be affected by what they watch, especially the way actors in dramas communicate with each other, as Fortunata & Utami (2021) stated that there was an effect of watching that causes addiction to imitation that can be behavior. Therefore, this current study aims to analyse the kind of communication style in Indonesia's Television series under the title 'My nerd girl' and figure out the actors in My Nerd Girl Television series communicate.

2. Literature Review

Language is a set of (finite or infinite) sentences, each of finite length constructed out of a limited set of elements (Chomsky, 2006), while Lyon (1992) said that language as the principal communication system used by particular groups of human beings within the specific society in which they are another definition comes from (Bloomfield, 1914), which states that language is the utterances produced by all the community's people and hence overlooks writing. According to Richards & Schmidt (2010), language is the system of human communication which consists of the structured arrangement of words (or their written presentation) into larger units. So, from some of the definitions delivered by the

linguist above, it can be concluded that language is a system of human communication that consists of definite or infinite sentences with each element used by a particular group of human beings to specify which society they are a part of. Humans use language to communicate or deliver messages. Language is a tool to start to interact and communicate with one another people.

Communication is a process where a person is in contact with another through a message and expects feedback (Cedillo, Barón, & Martínez, 2017; Martínez & Nosnick, 1988). Gonzales & Mitjans (1999) stated that communication is a process of social interaction through signs and signals as a product of the human system to express needs, aspirations, criteria, emoticons, etc. While Chiavenato (2019) defines communication as a process that influences at least two people the sender of the message and the receiver of the message.

From the definitions of communication by the experts above, it can be concluded that communication is a process of exchanging information that involves at least two people expressing their needs, aspirations, criteria, feelings, information, and so on. That is what communication is. According to Norton & Miller (1975), communication style is the way a person uses verbal and nonverbal communicative acts to indicate how others should interpret the message. In line with Novinger (2013) that communication style is a certain type of communication that occurs in a social context and also Duta, Panisoara, & Panisoara (2015) expressed that communication style is a specific method of receiving the message, personal methods of interpreting the message and expressing the response and feedback. Grounded on the definitions above, it can be concluded that a communication style is a certain type of communication style that consists of the acts of receiving, interpreting, and responding to the message, which can be verbal or non-verbal, and which occurs in a social context.

Relating to communication style studies, there were some researches which were done previous (see Barnett & Johnson, 2016; Răducan & Răducan, 2014; Svensson et al., 2019; Yao, Kuai, & Wang, 2022), but there is only one a relevant research done by Andelline (2019) about communication styles in PT XYZ. The research discussed four types of communication styles, such as closed style, blind style, hidden style, and open style. The research results from four types of communication styles, there were no good or bad communication styles because each style had a positive and negative side. Comparing to the current study refers to analysing the way of actors in Indonesia's Television series 'My nerd girl' communicate while Andelline (2019) studied only the types of communication styles.

3. Method

This research used qualitative descriptive approach. The researchers described the communication styles in Indonesian television series under the title 'My Nerd Girl.' The data examined is secondary data, where the researchers did not get the data directly from the field and interacted with people directly but through documentation, which is the video of Indonesia's television series named "MY Nerd Girl" that has been downloaded from the internet previously. Data was collected in some steps, they were: first, downloaded on the internet, then watched repeatedly by the researchers. After that, the researchers made some

notes and made highlighted some important points which are needed in the research. After collecting the data from the internet, the data is analyzed based on the theory of Miles, Huberman, & Saldaña (2014), where in this theory there are three steps for analyzing data, namely data reduction, data display, and conclusion drawing and verification. Firstly, researchers reduced some data, which was unimportant until the important parts were left. Then, the data is arranged and displayed in a table to make the data systematic, and the last step is conclusion drawing or verification. In this part, the researchers draw a conclusion based on the analysis that has been done previously.

4. Results and Discussion

In this part, researchers described the research results into a table. The finding is that the communication style between the actors is mostly in English with good pronunciation and correct grammar, even though the character does not know that the actor is a Western person or has English-speaking parents, and it happens that almost all characters talk in English spontaneously. Another phenomenon where there is no explanation for why the actors spoke in English. It happens like it is normal and normal habitual that it normally happens in society as a drama based on reality in daily life.

4.1. The kind of communication style in Indonesia's Television series under the title 'My Nerd Girl'

The following data is relating to the types of communication style in Indonesia's Television series under the title 'My Nerd Girl' as describe in Table 1.

Table 1. Dialogue Every Actors in Television Series 'My Nerd Girl'

No.	Actors	Episode	Duration	Dialogue
1.	Ela, Ilham, Shierly	1	06:33	Hi guys..!
2.	Farah	1	14:08	Thank you
3.	Farah	1	22:48	Fuck you, fuck you stupid!
4.	Suki	1	26:49	I cannot stop her
5.	Shierly	1	27:09	Please welcome
6.	farah	1	32:43	But, I'm okay
7.	Farah's step mother		32:48	Should I send you your favorite food?
8.	Farah	1	32:55	No, thank you ma
9.	Amel	1	35:00	You are what you eat
10.	farah	2	00:38	Bitch, kiss it! You're so stupid bitch, but thank you.
11.	Farah	2	01:08	I have to go now, I'm so sorry
12.	Ela	2	09:14	Neza more like Noza
13.	Amel	2	11:08	Sorry
14.	Neza	2	20:23	Based on your interview, is she really said the truth? How do we know that she's not lying? Think about it! Her spot favorite? Hold on,
15.	Ela	2	30:37	Honestly I never think about her, she's just there. You know what's weird, now I think about it.
16.	Suki	2	36:37	No no it's okay, do you have any idea <i>tentang siapa yang nulis itu?</i>

17.	Farah	2	36:54	I swear, that's the first thing
18.	Ela	3	11:12	We're not actually going to the bathroom
19.				You are the one who kick started this ocean and against off, is Farah telling the truth? And don't forget you literally told us to break in Farah's locker
20.	Amel	3	28:07	It doesn't make sense
21.	Farah's	3	28:29	Told you once again, this is not a dinner date
22.	Suki	3	28:36	It must mean something to him
	Farah	3	30:01	This is not a dinner date, this is purely business
23.	Amel	3	34:32	Your mom slightly shock, it's only beginning.
24.	Ela, Ilham, Shierly	3	36:27	Hi everyone, valentine is here
25.	Gita	3	40:00	Did you dancing with a boy named Reyhan? I need to know what you're up to since you been busy lately. But, your boyfriend, your real boyfriend is coming back Re, and he might be a trouble, be trouble
26.	Farah	3	40:30	Ex, ex boyfriend.

Based on the Table 1 above, the communication style found on the TV series of 'My Nerd Girl' is classified into several dialogues according to the actors. The communication style is in the form of slang, bad words, positive, and negative words.

4.2. The way of actors communicate in "My Nerd Girl" television series

My Nerd Girl is an Indonesian television series that consists of 8 episodes, but here the researchers tried to limit the scope to episode 1 until episode 3. The communication style that the actors used in the drama or the series are displayed in the table above. The communication style of the actors is dominantly using English, although the background of the story did not tell us that the actors are foreign or from English-speaking countries. Having parents that are from abroad or living in a certain country that uses English to communicate.

From the analysis of the data, the dialog between the actors and actress found were: 'Hi guys!' is quoted from 06:33 of episode 1, the dialogue that is said by a group gang that is called "Lambe Tumpah", which consists of some members. They are Ela, Ilham, and Shierly. In this condition, they describe how in their social environment, greeting people normally like 'hi guys' instead of saying "*Selamat Pagi*". "Hi, guys" is just more common in this drama.

"Fuck you! Stupid" is Farah's dialogue, which is quoted at 22:48 in Episode 1. This expression is stated in English, although it is an Indonesian drama but the character Farah in this scene expresses her anger in English. In this condition, the way talking of teenagers is rather taboo, as in this paragraph.

Based on your interview, is she really saying the truth? How do we know that she's not lying? Consider it!, her favorite spot? Hold on.. ' This dialogue is stated by Neza in

20:23 of episode 2. In this situation, Neza expresses her provocation by asking a question that can provoke other actors and actresses in this scene. This is how Neza deliver what she was thinking about.

At 'We're not actually going to the bathroom,' this dialogue is stated by Ela, which is quoted from 11:12 of episode 2. In this situation, Ela cheated on the teacher to gout out from the class and say she wanted to go to the toilet to the teacher who was teaching at that time.

'Honestly, I never think about her, she's just there. You know what's weird, now I think about it,' is a dialogue which is stated by Ela at 30:37 of episode 2. This expression is stated by Ela when someone asks her something in a certain scene. This dialogue shows how teenagers in that series underestimate other characters or other actors in that drama or series.

"This is not a dinner date, this is purely business" is the dialogue that Farah stated in 30:01 of episode 3. In this part, Farah expresses her feelings that she did not agree with her friend's statement, and she wants to assert that it is purely business and not other things like what her friend thinks.

Here the data found were reliable with the theory of some experts. The findings were the way on how characters in the Television series called My Nerd Girl. The communication style was combined with some English sentences and speech in some scenes which is reliable with Novinger's statement which stated communication style is a certain type of communication that occurs in a social context. So, the type of communication in "My Nerd Girl" were using English in some scenes by some actors or actress.

This kind of communication happened in a certain social group based on the context. It is reliable with Novinger's statement which stated that communication style happened in a certain social context. So, the social context is impactful in communication style. The context was a certain group of students in high school who lived in the city communicated as how described previously. It is different from politician's communication styles because they have a different social context.

5. Conclusion

From the analysis that has been done, it can be concluded that the communication style in the 'My Nerd Girl' television series is mostly character driven and most of the characters in that series use English in their dialog. The English in the dialogue is not a word but also in sentences and even some sentences which are pronounced correctly and grammatically. The characters did not reveal their background that they were from English-speaking countries, English-speaking families, or any other background that might describe a certain character's ability to speak English unless from school. This condition tells us that the way of communication in that series is just a style of speaking or the style communication, which means certain characters speak English naturally in some scenes. This phenomenon happens because it is a style of communication in that drama it does not have to English speaker parents or the English background for it, it is just a style or communication style.

References

- Andelline, S. (2019). Communication Styles in PT XYZ. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(2), 342–349. <https://doi.org/10.24912/jmieb.v3i2.2076>
- Aprilia, R., Sriati, A., & Hendrawati, S. (2020). Tingkat Kecanduan Media Sosial pada Remaja. *Journal of Nursing Care*, 3(1), 41–53. Retrieved from <https://jurnal.unpad.ac.id/jnc/article/view/26928>
- Barnett, M. D., & Johnson, D. M. (2016). The perfectionism social disconnection model: The mediating role of communication styles. *Personality and Individual Differences*, 94, 200–205. <https://doi.org/10.1016/j.paid.2016.01.017>
- Bloomfield, L. (1914). *An Introduction to the Study of Language*. New York: Henry and Halt Company.
- Cedillo, E. O., Barón, M. C. R., & Martínez, P. F. (2017). Nivel de relación del compromiso organizacional y la satisfacción del trabajo: Evidencia desde México. *Revista Internacional Administración & Finanzas*, 10(4), 81–89. Retrieved from <http://www.theibfr2.com/RePEc/ibf/riafin/riaf-v10n4-2017/RIAF-V10N4-2017-7.pdf>
- Chiavenato, I. (2019). *Introduction to the General Theory of Administration* (10th ed.). McGraw-Hill: Interamericana.
- Chomsky, N. (2006). *The Architecture of language*. Oxford: Oxford University Press.
- Duta, N., Panisoara, G., & Panisoara, I.-O. (2015). The Effective Communication in Teaching. Diagnostic Study Regarding the Academic Learning Motivation to Students. *Procedia - Social and Behavioral Sciences*, 186, 1007–1012. <https://doi.org/10.1016/j.sbspro.2015.04.064>
- Fortunata, F., & Utami, L. S. S. (2021). The Effect of Addiction of Watching Korean Drama Series on Imitation Behavior of Adolescents. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 876–883. <https://doi.org/10.2991/assehr.k.210805.138>
- Gabrielova, K., & Buchko, A. A. (2021). Here comes Generation Z: Millennials as managers. *Business Horizons*, 64(4), 489–499. <https://doi.org/10.1016/j.bushor.2021.02.013>
- Gonzales, F., & Mitjans, A. (1999). *The Personality: Your Education and Development*. Havana: Editorial Pueblo and Educatio.
- Hasan, S. M., Rehman, A., & Zhang, W. (2021). Who can work and study from home in Pakistan: Evidence from a 2018–19 nationwide household survey. *World Development*, 138, 105197. <https://doi.org/10.1016/j.worlddev.2020.105197>
- Islam, A. (2022). Work-from/at/for-home: CoVID-19 and the future of work – A critical review. *Geoforum*, 128, 33–36. <https://doi.org/https://doi.org/10.1016/j.geoforum.2021.11.018>
- Liu, H., Liu, W., Yoganathan, V., & Osburg, V.-S. (2021). COVID-19 information overload and generation Z's social media discontinuance intention during the pandemic lockdown. *Technological Forecasting and Social Change*, 166, 120600. <https://doi.org/10.1016/j.techfore.2021.120600>
- Lyon, J. (1992). *Language and Linguistics*. Cambridge: Cambridge University Press.
- Martínez, A., & Nosnick, A. (1988). *Comunicación organizacional práctica* (6th ed.). México: Trillas.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). United States of America: SAGE Publications, Inc.
- Norton, R. W., & Miller, L. D. (1975). Dyadic Perception of Communication Style. *Communication Research*, 2(1), 50–67. Retrieved from <https://doi.org/10.1177/009365027500200103>
- Novinger, T. (2013). *Intercultural Communication: A Practical Guide*. Austin: University of

- Texas Press. Retrieved from <http://bookfi.net/book/1130587>
- Răducan, R., & Răducan, R. (2014). Communication Styles of Leadership Tools. *Procedia - Social and Behavioral Sciences*, 149, 813–818. <https://doi.org/10.1016/j.sbspro.2014.08.326>
- Richards, J. C., & Schmidt, R. (2010). *Longman Dictionary of Language Teaching and Applied Linguistics*. Great Britain: Pearson.
- Seibert, S. A. (2021). Problem-based learning: A strategy to foster generation Z's critical thinking and perseverance. *Teaching and Learning in Nursing*, 16(1), 85–88. <https://doi.org/10.1016/j.teln.2020.09.002>
- Stefaniec, A., Brazil, W., Whitney, W., & Caulfield, B. (2022). Desire to work from home: Results of an Irish study. *Journal of Transport Geography*, 104, 103416. <https://doi.org/10.1016/j.jtrangeo.2022.103416>
- Svensson, C., Emanuelson, U., Bard, A. M., Forsberg, L., Wickström, H., & Reyher, K. K. (2019). Communication styles of Swedish veterinarians involved in dairy herd health management: A motivational interviewing perspective. *Journal of Dairy Science*, 102(11), 10173–10185. <https://doi.org/10.3168/jds.2018-15731>
- Wittenberg, E., Goldsmith, J. V, Chen, C., Prince-Paul, M., & Johnson, R. R. (2021). Opportunities to improve COVID-19 provider communication resources: A systematic review. *Patient Education and Counseling*, 104(3), 438–451. <https://doi.org/10.1016/j.pec.2020.12.031>
- Yao, Q., Kuai, L., & Wang, C. L. (2022). How frontline employees' communication styles affect consumers' willingness to interact: The boundary condition of emotional ability similarity. *Journal of Retailing and Consumer Services*, 68, 103082. <https://doi.org/10.1016/j.jretconser.2022.103082>