



The Analysis Spoken Genre Across American and Indonesian Cultures Through Podcast: Joe Rogan and Deddy Corbuzier

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ABSTRAK

Bahasa tentunya merupakan alat komunikasi yang tidak dapat dipisahkan dari aktivitas sehari-hari. Analisis genre bicara telah menghasilkan sejumlah besar studi tentang bahasa Inggris dalam banyak genre seperti presentasi, pidato, wawancara, dan obrolan santai. Podcasting adalah media digital penting yang muncul yang telah lama digunakan dalam pendidikan. Akibatnya, perlu untuk mengevaluasi apakah genre yang diucapkan di podcast masing-masing negara berbeda. Penelitian ini bertujuan untuk menganalisis perbedaan antara budaya di Indonesia dan Amerika, khususnya dalam hiburan podcast dan untuk menguji apakah podcast dapat memengaruhi genre wacana, terutama genre yang diucapkan lintas budaya, dan terinspirasi oleh aplikasi dan keunggulan podcast yang disebutkan di atas dan diuji secara eksperimental oleh berbagai ahli. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Objek kajian penelitian ini adalah percakapan antara dua podcast yang berbeda, yaitu podcast dari Deddy Corbuzier dan Joe Rogan. Aspek praktis berupa pertanyaan dalam setiap percakapan antara kedua podcast. Sumber data penelitian ini adalah akun kanal YouTube Deddy Corbuzier dan Joe Rogan. Pengumpulan data dalam penelitian ini dilakukan dengan menggunakan beberapa teknik, antara lain teknik observasi, teknik menyimak dan teknik mencatat/menulis. Hasil menunjukkan ada perbedaan yang signifikan antara perbedaan dalam penggunaan bahasa, perbedaan jenis pertanyaan, dan dominasi berbicara antara pembawa acara dan bintang tamu. Dengan demikian, perbedaan antara genre lisan di Indonesia dan Amerika dapat dilihat.

ABSTRACT

Language, of course, is a tool of communication that cannot be divorced from daily activities. Speak genre analysis has resulted in a substantial number of studies on English in many genres like as presentations, speeches, interviews, and casual chats. Podcasting is an important emerging digital media that has long been used in education. As a result, it is necessary to evaluate whether the spoken genre in each country's podcast differs. This study aims to analyze the difference between cultures in Indonesia and America, especially in podcasts entertainment and to examine whether podcasts may impact discourse genres, mainly spoken genres across cultures, and was inspired by the applications and advantages of podcasts stated above and experimentally tested by various experts. This research uses descriptive qualitative research methods. The object of this research study is a conversation between two different podcasts, namely podcasts from Deddy Corbuzier and Joe Rogan. The practical aspect is the form of questions in every conversation between the two podcasts. The data source for this research is the YouTube channel account of Deddy Corbuzier and Joe Rogan. Data collection in this study was carried out using several techniques, including observation techniques, listening techniques and note-taking/writing techniques. Result showed there was a significant different between differences in language use, different types of questions, and speaking dominance between hosts and guest stars. Thus, the difference between spoken genres across Indonesia and America can be seen.

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1. INTRODUCTION

Language is a means of communication, of course, and cannot be separated from daily activities. Communication activities can be said when a speaker says a sentence or words clearly, provides information to his interlocutor and hopes that the speech partner can understand what he wants to convey (Faruq et al., 2021; Nassar, 2021; Nifmaskossu et al., 2019). This is done so that the speech partner can well receive the speaker's intent or meaning. Therefore, there are several fields of study that study language and will explain the genre in a language. According to previous study genre is a dynamic and socially accepted type of language usage (Namaziandost et al., 2019). Gender-based instruction aimed toward word sophistication is viewed as a revolutionary improvement in language training, particularly in second language writing. Before the discovery of new genre concepts and their use in language instruction systems, writing classes were mainly controlled by the

product and procedural approaches (Adolphs, 2002; Nunaki et al., 2019). The product method focuses on teaching linguistic concepts to teacher positions to potentially allow students to generate syntactically accurate sentences. Due to several product engineering problems, experienced partners were changed; process remedy (Dementyev, 2016; Imtihani, 2010). Proposes that in a systematic approach, learners' attention is distracted from language structure, pronunciation, and phonetic correctness in order for them to speak without hesitation.

Genres are required for students to communicate because they give linguistic meanings that students must understand. Students who study genres may not only employ English phrases but also structure writings that native speakers use (Pratiwi & Kurniawan, 2021; Santiago Schwarz & Hamman-Ortiz, 2020). Furthermore, the genre stems from a culture with unique communication aims, organized texts, communication goals, and linguistic traits. In descriptive writings, for example, the purpose is to describe the subject matter's qualities, but in structural texts, typical explanations, series of paragraphs, conclusions, and linguistic aspects include nouns, adjectives, present tense, and so on (Permatasari et al., 2018; Saraswati & Fiftinova, 2018).

A significant number of researches concerning English in various genres such as presentations, speeches, interviews, and casual conversations have arisen from spoken genre analysis. Among these genres, research papers have been identified as a significant and critical genre utilized by researchers from numerous sectors to disseminate scientific and academic knowledge (Ghazanfari et al., 2016; Pérez-Sabater et al., 2008). As a result, many studies have evaluated the general structure and organization of various portions of the research paper, such as the abstract, introduction, and result section (Shifman, 2016; Srimulyani, 2013). Because the method regards speaking as a social and cultural practice, it elaborates the functions of language as a system of options for communicating specific functions; that is, a system in which individuals may express their experiences of the world, connect with others, and generate coherent messages (Lee & Drajadi, 2019; Nurlaelawati et al., 2020).

Youtube is one of the video social media platforms with more than one billion users when viewed from the site's statistics alone (Brook, 2011; David et al., 2017; Yeo, 2021). Researcher found interesting video podcasts on a YouTube channel owned by Dedy Corbuzier and Joe Rogan with discussions on health issues, habits of going to the gym, and opinions regarding men who have muscular muscles. The video will air on October 16, 2021, on Dedy Corbuzier's YouTube channel and on November 18, 2021, on Joe Rogan's YouTube channel. Various issues regarding public opinion about people who like to exercise are widely discussed in their conversations. When observed, it turned out that the conversation contained differences in each podcast.

In line with previous study which state podcasting is a vital, emerging technology media that has long been utilized in teaching (Tabatabaee & Rezvani, 2019). Podcasting research studies have previously recognized its potential and published much evidence that podcasts may substantially aid learners' language abilities, particularly in developing learners' speaking and listening skills (Yoestara & Putri, 2019). Language acquisition has been identified as one of the disciplines that will benefit from the rapid growth of podcasting. Using podcasts in the spoken genre enables readers to comprehend the information, develop their skills, and enhance their listening comprehension (Abdulrahman et al., 2018; Nugrahini & Rahmadhani, 2021; Rapini, 2022).

This study is aimed to analyze the difference between cultures in Indonesia and America, especially in podcasts entertainment and to examine whether podcasts may impact discourse genres, mainly spoken genres across cultures, and was inspired by the applications and advantages of podcasts stated above and experimentally tested by various experts. There are no previous study, that examine podcast best practices and their usefulness in cross-cultural situations in Indonesian education.

2. METHOD

This research uses descriptive qualitative research methods. Qualitative research methods are used to examine the condition of scientific objects, where researchers are key data collection techniques and triangulation is important. In inductive analysis, research results emphasize meaning rather than generalization (Creswell, 2018; Ningsih, 2019). The object of this research study is a conversation between two different podcasts, namely podcasts from Dedy Corbuzier and Joe Rogan. The practical aspect is the form of questions in every conversation between the two podcasts. The data source for this research is the YouTube channel account of Dedy Corbuzier and Joe Rogan.

This research is a type of library research. Library research is research carried out by reading works related to the issue to be studied and noting essential parts that have to do with the topic of discussion (Dervis, 2013; George, 2008). Moreover library research is a method of reviewing books related to the themes discussed. Actual research cannot be separated from library research, even if the research is a field or library research. In a recent study, almost all types of research require a literature study. Professional research uses a combination of library and field research or an emphasis on one. However, there are several scientists from various disciplines, especially from the historical, literary and religious studies groups. Research like this does not always depend on primary data from the field, sometimes limiting research to library research only.

Data collection in this study was carried out using several techniques, including observation techniques, listening techniques and note-taking/writing techniques. The first technique uses observation techniques, namely seeking information and documenting videos from the YouTube channel account of Dedy Corbuzier and Joe Rogan. The second technique is the listening technique which is done by listening to the video and looking for data to be studied in the form of questions. Then the last technique is the technique of writing or noting, which is done by recording or writing down the data that has been obtained following the background of the problem being sought (Pratiwi & Kurniawan, 2021).

3. RESULT AND DISCUSSION

Result

From the results of research that has been carried out in podcasts on Dedy Corbuzier and Joe Rogan's youtube channels which have differences, it is found that there are 3 data, namely differences in language use, different types of questions, and speaking dominance between hosts and guest stars. Differences between Dedy Corbuzier and Joe Rogan podcast is show in Table 1.

Table 1. Differences Between Dedy Corbuzier and Joe Rogan Podcast at YouTube

| Differences | Deddy Corbuzier | Joe Rogan |
|------------------------------|---|--|
| Differences in language use | English and Bahasa Indonesia | English |
| Different types of questions | Yes-no question, and referential questions | Referential questions, display questions, open-ended questions, and yes-no questions |
| Speaking dominance | 38.224 words, host 22.981 words, guest 15.243 words | 47.378 words, host 18.012 words, guest 29.366 words |

From the Table 1, it can be concluded that some of the differences are dominated by Dedy Corbuzier's podcast. Then the results of the research analysis on the differences that have been carried out will be explained.

Differences in Language Use

The different forms of language used in conversations on Dedy Corbuzier's YouTube Podcast with Jeremiah Lakhwani and Joe Rogan with Peter Attia include using English and Indonesian on Dedy Corbuzier's Podcast and English only on Joe Rogan's Podcast. The context of the conversation below occurred when Dedy Corbuzier first welcomed the guest star, Jeremiah Lakhwani. The conversation is show in Table 2.

Table 2. Conversation with Guest Star in Dedy's Podcast Related to Differences in Language Use

| Speaker | Conversation |
|----------|--|
| Dedy | How are you, bro? |
| Jeremiah | Good brother, <i>apa kabar?</i> |
| Dedy | <i>Baik, lama kita gak ketemu ya?</i> Like a couple of months |
| Jeremiah | <i>Kabar sering berganti, sempet sedih juga saya</i> |
| Dedy | <i>Gue itu gamau ngerepotin orang banyak bro</i> |
| Jeremiah | <i>ngeread segitu gw pengen keknya tu nanya, masbro gimana kabarnya, cuma kek gak enak</i> |
| Dedy | you can contact me anytime <i>lahh</i> |
| Jeremiah | thanks bro |

In the Table 2, there is a conversation between Dedy and Jeremiah. They use two languages, namely English and Indonesian. Furthermore, the context of the conversation below occurs when Joe Rogan asks what Peter Attia thinks about exercise. Then here is a conversation between Joe and Peter. They use only one language, namely English. The conversation is show in Table 3.

Table 3. Conversation with Guest Star in Joe's Podcast Related to Differences in Language Use

| Speaker | Conversation |
|---------|--|
| Peter | I think exercise is the single most important longevity drug we have bar none like if you if you were if you said like i want to go deep down the rabbit hole of living longer what do i need to do it's it's like a super well-crafted exercise program that is geared towards strength muscle mass and cardio respiratory fitness. |

| Speaker | Conversation |
|---------|---|
| Joe | So it's all the above it's not just one. |
| Peter | Right so I mean the hazard ratios for each of these are pretty interesting we've this has become like each year I try to bring one new focus into our practice and the past 12 months the focus has been entirely around taking exercise to a new level in terms of our understanding of how to fine-tune it and the data are unbelievable right so if you everybody knows that if you smoke or have diabetes your risk of death goes up a lot but your risk of death from having high cardiorespiratory fitness goes down by much more than your risk of death goes up from smoking your diabetes so smoking and diabetes will double or triple your risk of death depending on the time frame you're looking at having very high respiratory fitness so having a vo2 max that is elite we would define that as the top 2.5 percent of the population compared to below average is a five-fold reduction in all-cause mortality death from any kind. |
| Joe | Whoa! |
| Peter | I mean there we don't have drugs that have a 5x reduction in mortality. |
| Joe | That's incredible and that's just elite cardiovascular health. |

Different Types of Questions

The different types of questions found in conversations on Dedy Corbuzier's YouTube Podcast with Jeremiah Lakhwani and Joe Rogan with Peter Attia are in the conversation as show in [Table 4](#).

Table 4. Conversation with Guest Star in Dedy's Podcast Related to Different Types of Questions

| Speaker | Conversation |
|----------|---|
| Dedy | <i>Trus temen-temen lu nanyain lu gitu, gimana badan kek gitu?</i> |
| Jeremiah | <i>Ya gw jawab karena lu gabakal bisa kek gua, karena simpelnya lu jalan gw lari. Lu harus lebih dari gua</i> |
| Dedy | <i>Belum tentu juga bisa seperti lu ya</i> |
| Jeremiah | <i>Harus punya motivasi yang kuat juga</i> |
| Dedy | <i>Jadi benar kan orang-orang banyak yang ingin seperti lu?</i> |
| Jeremiah | <i>Bisa dibbilang iya mas ded</i> |
| Dedy | <i>Nah misalkan ada yang ingin banget nih jadi elu, gimana tanggapan lu?</i> |
| Jeremiah | <i>Menurut gw ya lu boleh jadiin gw sebuah motivasi, namun kalau lu ingin jadi seperti gw.</i> |

Base on [Table 4](#), there is a conversation between Dedy and Jeremiah. They used they asked more about yes-no questions and referential questions. Furthermore, the context of the conversation below occurs when Joe Rogan asks what Peter Attia thinks cardio exercise. The conversation is show in [Table 5](#).

Table 5. Conversation with Guest Star in Joe's Podcast Related to Different Types of Questions

| Speaker | Conversation |
|---------|--|
| Joe | So, when you're doing that do you think that the best is like an air dyne that works the arms and the legs or do you think just a regular bike that just works the legs like what is? |
| Peter | For zone two I mean it really just matters that you're consistent but um I think most people find you can do a higher output when you're on an air bike in terms of absolute wattage because you are leveraging upper and lower body it really doesn't matter that much I mean you can do this on a treadmill you can do this on a stair climber you can do this on. |
| Joe | Interesting and then as far as a strength program like do you recommend specific exercises is it like squat deadlift? |
| Peter | Well, it depends on this is where it gets very dependent on the person so we have a test that we put our patients through that's um 10 exercises and they're all basically normalized to your body weight and gender so like a dead hang so how long can you hang from a bar dead. |
| Joe | Any kind of cardiovascular activity but you need 45 minutes four times a week? |
| Peter | That would that seems to be the minimum effective dose on zone two now if someone's super deconditioned it can probably be three 30-minute sessions to start and they'll see benefit. |

Base on [Table 5](#), show conversation between Joe and Peter. They asked more about referential, display, open-ended, and yes-no questions. The different types of questions are more than Dedy Corbuzier's podcast with Jeremiah Lakhwani.

Speaking Dominance

The form of dominance in speaking was found in the conversation on Dedy Corbuzier's YouTube Podcast with Jeremiah Lakhwani and Joe Rogan with Peter Attia, namely on the Podcast Dedy Corbuzier with Jeremiah Lakhwani, the dominant speaker was Dedy himself as the host of the Podcast. In contrast, on the Podcast Joe Rogan with Peter Attia, the dominant speaker was Peter Attia. Data conversation between the two podcasts is show in [Table 6](#).

Table 6. Percentage of Speaker Dominance in Each Podcast

| Podcast Channel | Total Words | Host | Guest Speaker |
|-------------------------|-------------|--------------|---------------|
| Joe Rogan Podcast | 47.378 | 18.012 (38%) | 29.366 (62%) |
| Deddy Corbuzier Podcast | 38.224 | 22.981 (60%) | 15.243 (40%) |

Base on [Table 6](#), the data concluded that Deddy Corbuzier has more dominance in speaking as a host than Joe Rogan. The data show that in Joe Rogan Podcast, the guest speaker (Peter Attia) spoke 62% and the host (Joe Rogan) 38%, then in the other show, the guest speaker (Jeremiah Lakhwani) speaking by 40%, and the host (Deddy Corbuzier) by 60%.

Discussion

The study of the link between language and culture and how individuals use language in diverse social circumstances is known as sociolinguistics ([Bayyurt, 2016](#); [Faizin, 2019](#); [Syahidawati & Parmawati, 2020](#)). Sociolinguistics is inextricably linked to social life and language. From a wording standpoint, it comprises two words: socio and linguistics. Socio refers to society, whereas linguistics refers to language-related topics. According to previous study sociolinguistics is performed across a range of disciplines with varied goals, study objects, and sites of origin ([Jinyu, 2014](#)). The examination of genre analysis is the study of spoken and written discourse for practical purposes within these broad ideals in order to achieve the notion of genre analysis. This refers to a strategy applicable to communication events, or a genre-centric approach directed at those who are relevant or interested in the subject. It is relatively simple to conceptualize a genre analysis ([Silaban & Afriana, 2020](#); [Taufiqulloh et al., 2018](#)). Discourse studies have long been concerned with the differences between how Indonesians and Americans use language. Despite broad conceptualization, empirical research has yet to yield a consistent picture of racial variations in language. One crucial factor is the lack of consensus on the optimal technique to study the language. The information was analyzed using conventional categories to explore this study's racial disparities in language use. Although this impact was reasonably consistent across contexts, the pattern of variance suggested that racial inequalities were more substantial on tasks with fewer limits on language usage ([Wahyuningsih, 2018](#); [Yang, 2010](#)).

Deddy Corbuzier's Podcast and Joe Rogan's Podcast both are excellent, inspiring Podcasts that may represent both countries, Indonesia and America. Those Podcasts contained some exciting features that might be analyzed. Corbuzier's podcast analyzed is a topic about fitness and health with Jeremiah Lakhwani, and Rogan's Podcast is the same with Peter Attia. In asking questions, the host must use the appropriate language as the primary language of the podcast. Ideally, hosts can ask questions in their native language. There are several kinds of questions used by the teacher, namely, yes/no questions, short answer questions, display questions, open-ended questions, referential questions, and non-retrieval questions ([Miranty & Rachmawati, 2016](#); [Ummah et al., 2016](#)). Speaking is one of a person's abilities to communicate or express ideas, thoughts that are in themselves that include other people in transmitting information by using words. Even when speaking, a person can understand the types of communication used in everyday life, communicate feelings and thoughts using appropriate expressions, apply the appropriate level of formality and informality in speaking, set clear goals for speaking, and organize the conversation logically ([Paradis & Nicoladis, 2007](#); [Sholihah, 2020](#)). When we converse with our interlocutor, there must be someone who dominates the conversation.

Base on the data reveal that Deddy Corbuzier looks pretty interested in the world of fitness and health. That is predicted as the cause of why he is talking dominantly more than the guest speaker. Instead of his interests in fitness and health, Deddy is also known as one of Indonesian Celebrities who love to talk a lot. It may be the reason why he is talking dominantly in the show. However, it also represents how Indonesian shows (especially podcasts) will have a more dominant host than the guest star. It is not essential if the hosts are dominant or not. However, it is for the show and the target audience. In some situations, the audience wants to listen to more from the guest speaker because a guest speaker is an inspirational person, and his thoughts are worth listening to. In

other situations, the audience wants to listen to a fun show that forces the hosts to be fun, and the show becomes fun to watch.

The similar study have conducted by previous study one of the study compares two approaches to genre analysis: Biber's multidimensional analysis (MDA) and Tribble's use of the keyword function of WordSmith (Xiao, Z., & McEnery, 2005). The comparison is undertaken via a case study of conversation, speech, and academic prose in modern American English. The results of the MDA and keyword approaches both on similar genres (conversation vs. speech) and different genres (the two spoken genres vs. academic prose) show that a keyword analysis can capture important genre features revealed by MDA. There are also a study wgho describes an empirical study of coreference in spoken vs written text (Amoia et al., 2012). This study focus on the comparison of two particular text types, interviews and popular science texts, as instances of spoken and written texts since they display quite different discourse structures. The result found characterization of genre dependent parameters might improve the performance of current state-of-art coreference resolution technology.

The implications of this study provide an overview related to the analysis of spoken genres across American and Indonesian cultures. This study selected podcasts from Joe Rogan and Dedy Corbuzier to be studied. This research provides information about how spoken genres across American and Indonesian are. Especially in terms of language use, different types of questions, and speaking dominance. This research is still limited, especially in terms of research methods which are only based on library research and video analysis observations. Therefore future research is expected to be able to conduct similar research with more in-depth research methods related to Spoken Genre Across Cultures. Because there are only a few researchers who carry out research related to this.

4. CONCLUSION

The analysis concluded that few aspects are analyzed in Corbuzier's and Rogan's podcasts. The differences were analyzed in language use, different types of questions, and speaking dominance between hosts and guest stars. In differences in language use, Dedy's podcast uses English and Indonesian, while Joe Rogan's podcast uses only English. Then for different types of questions, on the podcast, Dedy uses the yes-no question, and referential questions, while on the podcast, Joe Rogan uses referential questions, display questions, open-ended questions, and yes-no questions. It may be concluded that the host in Indonesia dominates most shows. It also depends on the purpose of the entertainment. In a show dominated by the host, it is usually proposed to make the show more exciting and fun because sometimes there is a guest speaker that cannot handle or is not allowed to be the center of attention.

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