



The Use of Comparative Language Styles in the Podcast *Agak Laen Official Episode Vanessa Zee Rela Cuti Demi Kejara Impian*

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ABSTRACT

This study aims to identify and analyze the forms of comparative language style used in Vanessa Zee's YouTube episode of the *Agak Laen Official* podcast. Comparative language style is a figure of speech used to compare one object with another to create a more engaging and understandable communication effect. This study employed a qualitative approach with descriptive methods and content analysis. Data were collected through library research by quoting words and sentences containing comparative language style from podcast video transcripts. The data analysis technique refers to the Miles and Huberman model, which includes three stages: data reduction, data presentation, and conclusion drawing/verification. The results show various forms of comparative language style used by the speakers in the podcast to express ideas, experiences, and emotions in a more lively and engaging manner, thereby enhancing the communication appeal of the podcast content.

Keywords: Podcast, *Agak Laen Official*, Content Analysis, Stylistics

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis bentuk-bentuk gaya bahasa perbandingan yang digunakan dalam podcast *Agak Laen Official episode Vanessa Zee* di platform YouTube. Gaya bahasa perbandingan merupakan salah satu majas yang digunakan untuk membandingkan suatu objek dengan objek lain untuk memberikan efek komunikasi yang lebih menarik dan mudah dipahami. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif dan analisis konten. Data dikumpulkan melalui teknik kepustakaan dengan mengutip kata-kata dan kalimat yang mengandung gaya bahasa perbandingan dari transkrip video podcast. Teknik analisis data mengacu pada model Miles dan Huberman yang meliputi tiga tahap, yaitu reduksi data, penyajian data, dan penarikan kesimpulan/verifikasi. Hasil penelitian menunjukkan berbagai bentuk gaya bahasa perbandingan yang digunakan oleh para pembicara dalam podcast tersebut untuk mengekspresikan ide, pengalaman, dan emosi dengan cara yang lebih hidup dan menarik, sehingga meningkatkan daya tarik komunikasi dalam konten podcast.

Kata kunci: Podcast, *Agak Laen Official*, Analisis Konten, Stilistika



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1. Introduction

The rapid development of digital communication technologies has significantly transformed the way people produce, distribute, and consume information. Among the various forms of digital media, podcasts have emerged as one of the most influential communication platforms in the twenty-first century. A podcast is generally defined as an audio-based digital program that can be streamed or downloaded through internet platforms, allowing audiences to access content anytime and anywhere. The flexibility, accessibility, and conversational nature of podcasts have contributed to their growing popularity worldwide, including in Indonesia. Unlike traditional broadcast media, podcasts provide greater freedom in discussing various topics ranging from education, entertainment, business, politics, and culture to personal experiences. This flexibility

enables podcasters to establish a closer relationship with listeners through authentic, spontaneous, and interactive communication.

In Indonesia, the popularity of podcasts has increased remarkably over the last several years due to the widespread use of smartphones, affordable internet access, and digital streaming platforms such as Spotify and YouTube. Podcasts have become an attractive medium, particularly among younger generations, because they offer informative and entertaining content in a more relaxed and personal format than conventional media [1]. The conversational style employed in podcasts creates an atmosphere resembling everyday interaction, allowing audiences to feel directly involved in the discussion. Consequently, language becomes one of the essential elements determining the effectiveness of podcast communication. Speakers are required not only to deliver information clearly but also to present ideas creatively in order to maintain listeners' attention throughout an episode.

Language serves as the primary instrument of communication, enabling individuals to express ideas, emotions, opinions, and experiences. Beyond its informative function, language also performs aesthetic, persuasive, and expressive functions through the use of stylistic devices. In communication studies, stylistics examines how language choices create particular meanings and effects within specific contexts. Stylistic analysis focuses on linguistic creativity, revealing how speakers manipulate vocabulary, sentence structures, figurative expressions, and rhetorical devices to achieve communicative goals. The effectiveness of spoken communication often depends not merely on what is said but also on how it is expressed. Therefore, the study of language style is particularly relevant in contemporary digital communication, where content creators compete to capture audience engagement through compelling verbal performances.

Podcast discourse differs from written discourse in several important respects. Spoken language in podcasts tends to be more spontaneous, dynamic, and expressive because speakers interact directly with one another without relying on carefully edited scripts. This spontaneity often results in the frequent use of figurative language, humor, exaggeration, comparisons, and other rhetorical strategies that make conversations more vivid and engaging. Podcasts exhibit distinctive linguistic characteristics in which speakers utilize informal expressions, emotional language, and various stylistic devices to strengthen interpersonal communication with listeners. Such characteristics distinguish podcasts from traditional written media, where language is generally more formal and structurally organized [2].

Among the various forms of figurative language, comparative language style occupies an important position because it enables speakers to explain abstract concepts through comparisons with familiar objects or situations. Comparative expressions help listeners visualize ideas more clearly, thereby enhancing comprehension and emotional engagement. Comparative language style is a form of figurative language that compares one object, event, or experience with another to create a clearer, more expressive description. Through comparison, speakers can simplify complex experiences while simultaneously enriching the aesthetic quality of communication [3].

Classifies comparative language styles into seven categories: simile, metaphor, personification, allegory, allusion, epithet, and synecdoche [4]. Each category possesses distinctive linguistic characteristics and communicative functions. Simile explicitly compares two different entities using comparative markers such as "like" or "as," while metaphor presents implicit comparisons without comparative markers. Personification attributes human characteristics to non-human entities, making descriptions more vivid and imaginative. Allegory conveys broader meanings through symbolic narratives, whereas allusion refers indirectly to well-known persons, events, or literary works. Epithet emphasizes distinctive qualities through descriptive expressions, and synecdoche represents a part for the whole or vice versa. Collectively, these comparative language styles enrich communication by making abstract ideas more concrete, enhancing emotional appeal, and increasing audience engagement [5].

The communicative significance of comparative language style extends beyond aesthetic considerations. Comparative expressions facilitate cognitive processing because listeners naturally understand unfamiliar experiences by relating them to familiar concepts. In spoken communication, especially in podcasts, such expressions also contribute to humor, persuasion, empathy, and storytelling effectiveness. Comparative language style makes communication more lively, facilitates understanding of abstract concepts, and strengthens interpersonal closeness between speakers and audiences [6]. Consequently, examining comparative language styles provides valuable insights into how podcasters construct meaning and maintain audience interest in digital communication environments.

One of Indonesia's most popular podcasts is Agak Laen Official, hosted by Bene Dion, Oki Rengga, Indra Jegel, and Boris Bokir. The podcast has attracted millions of viewers and listeners due to its distinctive combination of comedy, casual conversation, and meaningful discussion. Unlike highly formal interview programs, Agak Laen Official emphasizes natural interaction among its hosts and guests, creating a conversational atmosphere that reflects everyday communication while remaining entertaining. The hosts frequently employ humor, storytelling, and figurative expressions to explain ideas, respond to guests, and engage audiences. This communication style has become one of the podcast's defining characteristics and contributes significantly to its popularity across digital platforms.

The episode entitled Vanessa Zee Rela Cuti Demi Kejar Impian presents an inspiring discussion about the career journey of Vanessa Zee as a content creator who chose to leave her previous employment in order to pursue her dreams. Throughout the conversation, both the hosts and the guest frequently employ comparative language styles to describe personal experiences, challenges, emotions, ambitions, and life decisions. These comparisons not only clarify complex experiences but also create emotional resonance, enabling listeners to relate the discussion to their own lives. The natural occurrence of comparative expressions within spontaneous conversation makes this episode an appropriate source for stylistic analysis [7].

Despite the increasing popularity of podcasts in Indonesia, scholarly research examining language styles in podcast discourse remains relatively limited. Existing studies in Indonesian stylistics predominantly focus on traditional literary works such as novels, poetry, drama, and short stories, as well as printed news articles and advertisements. Although these studies have contributed substantially to the understanding of figurative language, they do not adequately represent the dynamic characteristics of digital spoken communication. Research specifically investigating comparative language styles within podcasts remains scarce, creating an important research gap in the fields of stylistics and digital communication. Considering that podcasts have become one of the dominant forms of contemporary media, systematic investigation of their linguistic characteristics is necessary to broaden the scope of stylistic studies [8].

Furthermore, previous studies have generally emphasized identifying figures of speech without comprehensively examining their communicative functions in interactive digital contexts. In podcast conversations, figurative language is not merely decorative but serves strategic communicative purposes, including explaining ideas, strengthening arguments, creating humor, expressing emotions, and establishing rapport between speakers and listeners. Understanding these functions provides valuable insights into how language operates within digital communication and how content creators effectively engage diverse audiences. Investigating language use in digital media contributes to understanding contemporary communication strategies while offering practical guidance for improving communication quality among digital content creators [9].

Based on these considerations, this study aims to identify the types of comparative language styles employed in the Agak Laen Official podcast episode Vanessa Zee Rela Cuti Demi Kejar Impian and to analyze their communicative functions within the context of podcast interaction. Specifically, the study examines the occurrence of simile, metaphor, personification, allegory, allusion, epithet, and synecdoche according to Tarigan's classification, while also interpreting how these stylistic devices contribute to meaning construction, audience engagement, and conversational effectiveness.

This research is expected to provide both theoretical and practical contributions. Theoretically, it enriches the field of stylistics by extending the analysis of comparative language styles to contemporary digital spoken media, thereby expanding existing linguistic literature beyond conventional literary texts. Practically, the findings may serve as a useful reference for podcast creators, communication practitioners, language educators, and researchers interested in digital discourse. By revealing how comparative language styles function in successful podcast communication, this study contributes to a deeper understanding of effective language use in the evolving landscape of digital media and contemporary Indonesian communication [10].

2. Literature Review

Podcast as a Digital Communication Medium

The rapid advancement of digital technology has transformed the way people consume information and entertainment, leading to the increasing popularity of podcasts as an accessible communication medium. Podcasts are digital audio programs distributed through online platforms that allow audiences to listen at their convenience. Unlike traditional broadcast media, podcasts offer greater flexibility in terms of content, duration, and style, enabling creators to establish more personal and interactive communication with

listeners. Their conversational nature encourages spontaneous language use, making podcasts an important object of linguistic research.

In Indonesia, podcast consumption has increased significantly, particularly among young audiences who prefer digital platforms for learning and entertainment [11]. The success of podcasts lies not only in the topics discussed but also in the speakers' communication styles. Informal conversations, humor, storytelling, and expressive language become essential elements that maintain audience engagement. Consequently, podcasts represent authentic spoken discourse in which speakers naturally employ various linguistic strategies to clarify ideas, persuade listeners, and build emotional connections. This characteristic distinguishes podcasts from scripted media and makes them valuable for stylistic analysis.

Stylistics and Language Style

Stylistics is a branch of linguistics that examines how language is used creatively and effectively in different contexts. It focuses on linguistic choices that produce particular aesthetic, emotional, or communicative effects. Language style refers to the manner in which speakers or writers express ideas by selecting specific linguistic forms to achieve communicative purposes [12]. Language style reflects not only grammatical competence but also cultural values, personal identity, and rhetorical intentions.

In spoken communication, stylistic choices often emerge spontaneously through figurative expressions, repetitions, exaggerations, and comparisons. These expressions help speakers present abstract concepts in more concrete and understandable ways. As digital communication continues to evolve, stylistics has expanded beyond literary texts to include digital media such as podcasts, YouTube videos, and social media interactions. The analysis of language style in digital discourse contributes to understanding how communication strategies adapt to contemporary audiences and technological environments.

Comparative Language Styles

Comparative language style is one of the most frequently used categories of figurative language because it enables speakers to explain ideas by comparing one object, situation, or experience with another. Comparisons make communication more vivid, expressive, and memorable by connecting unfamiliar concepts with familiar experiences. Comparative language styles provide clearer descriptions through similarities or symbolic relationships between different entities [13].

Classifies comparative language styles into seven major categories: simile, metaphor, personification, allegory, allusion, epithet, and synecdoche [14]. Each type performs different communicative functions while sharing the common objective of enhancing meaning through comparison.

A simile explicitly compares two different objects using comparative markers such as *like* or *as*. It simplifies complex ideas by relating them to familiar experiences. A metaphor, in contrast, establishes an implicit comparison without comparative markers, allowing speakers to express ideas more powerfully and creatively. Personification attributes human characteristics to non-human objects or abstract concepts, making descriptions more vivid and emotionally engaging.

An allegory extends metaphorical comparison throughout a narrative or discourse, conveying deeper moral or symbolic meanings. Allusion refers indirectly to historical events, literary works, or cultural phenomena, assuming that listeners possess sufficient background knowledge to interpret the intended meaning. Epithet emphasizes distinctive qualities through descriptive expressions attached to people or objects, while synecdoche represents a whole through one of its parts or vice versa. These stylistic devices enrich communication by increasing imagery, emotional appeal, and interpretive depth.

In conversational discourse such as podcasts, comparative language styles often appear naturally because speakers attempt to simplify experiences, strengthen arguments, or entertain audiences. Their spontaneous use demonstrates speakers' creativity in constructing meaningful interactions.

Functions of Comparative Language Styles in Podcast Communication

Comparative language styles perform several important communicative functions within spoken discourse. First, they facilitate comprehension by transforming abstract concepts into concrete imagery. Listeners can more easily understand unfamiliar experiences when speakers compare them with everyday situations. Second, comparative expressions enhance emotional engagement by allowing audiences to visualize feelings, struggles, or achievements more vividly.

Furthermore, figurative comparisons contribute to conversational humor and entertainment, which are essential characteristics of successful podcasts. Podcasts rely heavily on audience attention because listeners

cannot rely on visual cues. Therefore, expressive language becomes an effective strategy for maintaining interest throughout extended conversations. Comparative language styles also strengthen interpersonal relationships between speakers and audiences by creating relatable narratives that reflect shared experiences.

Figurative language increases communicative effectiveness by making discourse more attractive and memorable [15]. In podcast conversations, comparisons often function as persuasive devices that influence audience perceptions without appearing overly formal or instructional. Consequently, the study of comparative language styles provides valuable insights into the rhetorical strategies employed by podcast hosts and guests.

Previous Studies and Research Gap

Previous studies concerning language style have predominantly focused on literary works, including novels, poetry, short stories, and song lyrics. These studies generally identify figurative language types and analyze their aesthetic or semantic functions within written texts. Although stylistic research has produced valuable theoretical contributions, investigations into spoken digital discourse remain relatively limited.

Recent studies have begun exploring language styles in social media and online communication; however, podcast discourse has received comparatively little scholarly attention. Research on podcasts in Indonesia primarily emphasizes media communication, audience engagement, or content analysis rather than linguistic features. Similarly, studies examining figurative language in podcasts tend to analyze general stylistic characteristics without specifically investigating comparative language styles [16].

The Agak Laen Official podcast provides an interesting context for stylistic analysis because its conversational format combines humor, storytelling, and personal experiences in a highly spontaneous manner. In the episode Vanessa Zee Rela Cuti Demi Kejar Impian, speakers frequently employ comparative expressions to describe career challenges, emotional experiences, and life decisions in relatable ways. Despite the richness of these linguistic features, no comprehensive study has systematically identified the types and communicative functions of comparative language styles used in this episode.

Therefore, this study addresses an important research gap by applying stylistic theory to digital spoken discourse. By identifying the forms of comparative language styles and analyzing their communicative functions, the research contributes to the development of stylistic studies within contemporary digital media. Furthermore, the findings are expected to provide practical implications for podcast creators and digital content producers seeking to improve communication effectiveness through expressive and engaging language use.

3. Method

rases, clauses, and sentences containing comparative language styles spoken by the podcast participants. The identification of comparative language styles was based on Tarigan's classification, which categorizes comparative figures of speech into seven types: simile, metaphor, personification, allegory, allusion, epithet, and synecdoche. Each expression was examined according to its linguistic characteristics and contextual meaning within the ongoing conversation. The analysis also considered the communicative purposes of each expression, including explaining ideas, expressing emotions, emphasizing experiences, creating humor, and strengthening interaction between speakers.

Data collection was conducted using documentation and library research techniques [17]. First, the researcher accessed the podcast episode through YouTube and obtained the transcript of the conversation. The transcript was repeatedly read while simultaneously listening to the podcast to ensure the accuracy of the recorded utterances. During this process, all utterances containing comparative language styles were carefully identified, highlighted, and extracted. Each selected datum was documented together with its conversational context to facilitate interpretation during the analysis stage. Supporting theoretical references concerning stylistics, figurative language, comparative language styles, and digital discourse were also collected from books, scholarly journals, and previous studies to strengthen the analytical framework.

The collected data were analyzed using the interactive model proposed, which consists of three interconnected stages: data reduction, data display, and conclusion drawing or verification [18]. During the data reduction stage, all identified expressions were carefully reviewed, classified according to Tarigan's categories of comparative language styles, and organized systematically. Expressions that did not represent comparative language styles were excluded from further analysis.

The second stage involved data display. The classified data were presented in tables and descriptive explanations to illustrate the occurrence, characteristics, and contextual meanings of each type of comparative language style. Presenting the data systematically enabled the researcher to identify recurring linguistic patterns and communicative tendencies within the podcast conversation.

The final stage was conclusion drawing and verification. In this phase, the researcher interpreted the communicative functions of each comparative language style based on its conversational context and interaction among the speakers. The findings were continuously verified by comparing the identified expressions with established stylistic theories and by re-examining the podcast transcript to ensure analytical consistency. This verification process enhanced the credibility and trustworthiness of the findings.

To ensure the validity of the study, source triangulation and theoretical triangulation were employed. The researcher repeatedly compared the transcript with the original podcast recording to maintain transcription accuracy and contextual interpretation. In addition, the findings were interpreted using relevant theories of stylistics, figurative language, and discourse analysis. Through these procedures, the study provides a comprehensive description of the forms and communicative functions of comparative language styles employed in the Agak Laen Official podcast, contributing to the understanding of stylistic features in contemporary Indonesian digital communication.

4. Result and Discussion

The analysis of the Agak Laen Official podcast episode "Vanessa Zee Rela Cuti Demi Kejar Impian" reveals that comparative language styles are extensively employed throughout the conversation. The speakers use figurative expressions naturally to explain experiences, describe emotions, strengthen arguments, and create humorous interactions. Since the podcast adopts an informal conversational format, comparative language styles appear spontaneously rather than as carefully prepared rhetorical devices. Nevertheless, these expressions significantly contribute to the effectiveness of communication by making abstract ideas more concrete, entertaining, and emotionally engaging.

Classification, seven types of comparative language styles were examined, namely simile, metaphor, personification, allegory, allusion, epithet, and synecdoche. The findings indicate that not all categories appear with the same frequency. Simile and metaphor dominate the conversation, followed by personification and allusion, while allegory, epithet, and synecdoche occur only occasionally. This distribution demonstrates that podcast conversations tend to favor simple and direct figurative expressions that are easily understood by listeners [19].

Among the identified language styles, simile appears most frequently. The speakers repeatedly compare one experience with another using explicit comparison markers such as *like* or *as*. These comparisons simplify complex experiences and enable listeners to visualize unfamiliar situations. For example, Vanessa Zee compares the uncertainty of leaving a stable career to "walking into a dark room without knowing where the exit is." Although the comparison is figurative, it effectively illustrates the fear and uncertainty associated with pursuing personal dreams. Likewise, one of the hosts compares the creative industry to "running a marathon rather than a sprint," emphasizing that success requires patience, persistence, and continuous effort instead of immediate achievement.

The predominance of simile reflects the conversational nature of podcasts. Unlike written literary works that often employ implicit figurative language, spoken interactions benefit from explicit comparisons because they are immediately comprehensible. This finding supports Keraf's theory that similes clarify meaning while maintaining expressive quality. In podcast communication, clarity is particularly important because listeners process information in real time without the opportunity to reread previous statements [20].

The second most common comparative language style is metaphor. Unlike similes, metaphors create implicit comparisons by directly equating one concept with another. Throughout the episode, the speakers describe dreams, careers, and challenges through metaphorical expressions such as referring to social media as "a battlefield," opportunities as "doors," and success as "a journey." These metaphors frame abstract concepts in familiar terms, enabling listeners to understand complicated career experiences through everyday imagery.

The use of metaphor also strengthens emotional engagement. Rather than explaining difficulties in a literal manner, metaphor allows speakers to communicate feelings more vividly. When Vanessa describes content creation as "building a bridge toward the future," the metaphor implies hope, progress, and long-term commitment simultaneously. Such expressions stimulate listeners' imagination and create memorable messages. Figurative language enhances emotional appeal and increases audience involvement [21].

Another important finding concerns the use of personification. Although less frequent than simile and metaphor, personification appears in several instances where abstract concepts or inanimate objects are described as possessing human characteristics. Expressions such as "opportunities kept calling," "the algorithm refused to cooperate," or "fear kept following me" illustrate this tendency. These expressions simplify abstract ideas by presenting them as human actions, making them easier for listeners to understand.

Personification also contributes to the humorous atmosphere characteristic of the Agak Laen Official podcast. The hosts frequently exaggerate situations by assigning human qualities to technology, luck, or circumstances. Such expressions produce humorous effects while maintaining conversational flow. Humor becomes an important communicative strategy because it reduces the seriousness of career-related discussions and creates a relaxed environment for both guests and audiences.

The analysis further identifies several examples of allusion, although they occur less frequently. The speakers occasionally refer to well-known public figures, popular culture, social media trends, and shared cultural experiences to strengthen their messages. These indirect references assume that listeners possess similar cultural knowledge. When successful creators or widely recognized events are mentioned, they function as comparative benchmarks that illustrate the speaker's intended meaning more effectively than lengthy explanations [22].

Meanwhile, allegory, epithet, and synecdoche appear only in limited numbers. Allegorical expressions are relatively uncommon because podcasts prioritize spontaneous interaction rather than extended symbolic narratives. Similarly, epithets are used only occasionally to emphasize distinctive personal characteristics, while synecdoche appears when a specific element is employed to represent a broader concept, such as referring to "the camera" to represent the entire content creation industry. The limited occurrence of these three categories suggests that informal spoken discourse favors concise and immediately understandable figurative expressions over more complex literary devices.

Besides identifying language style categories, this study also examines their communicative functions. The findings indicate four major functions of comparative language styles within the podcast.

First, comparative language styles facilitate understanding by simplifying abstract concepts. Discussions concerning career uncertainty, personal ambition, and professional challenges become easier to comprehend when explained through familiar comparisons. Listeners can relate new information to everyday experiences, thereby improving message comprehension [23].

Second, comparative language styles increase audience engagement. Figurative expressions naturally attract listeners' attention because they stimulate imagination and curiosity. Compared with literal explanations, figurative comparisons create stronger cognitive and emotional responses. This characteristic is particularly important for podcasts, where maintaining audience attention relies solely on spoken communication without visual support.

Third, comparative language styles strengthen emotional expression. Career transitions, fears, failures, and achievements involve complex emotions that are difficult to communicate literally. Similes and metaphors enable speakers to express these emotions more vividly while allowing listeners to empathize with personal experiences. Emotional authenticity is one reason why conversational podcasts successfully establish close relationships with audiences.

Fourth, comparative language styles support humor and entertainment. Humor represents one of the defining characteristics of the Agak Laen Official podcast. Figurative expressions frequently become the basis for jokes, exaggerations, and playful interactions among the hosts. Rather than interrupting serious discussions, humor balances informative content with entertainment, increasing listener satisfaction and retention.

The dominance of simile and metaphor also reflects the characteristics of digital communication. Previous stylistic studies have primarily examined figurative language in literary texts such as novels, poetry, and drama, where metaphor often functions symbolically and artistically. In contrast, the present findings demonstrate that figurative language in podcasts serves practical communicative purposes. Speakers prioritize accessibility, immediacy, and audience connection over literary complexity. Consequently, comparative language styles become communication strategies rather than purely aesthetic devices.

Spoken language in podcasts tends to be expressive, spontaneous, and audience-oriented [24]. They also reinforce Digital media require communication strategies capable of maintaining audience engagement in increasingly competitive online environments. Comparative language styles fulfill this function by combining clarity, emotional resonance, and entertainment within a single linguistic expression [25].

From a stylistic perspective, the findings expand the application of classical theories proposed by Keraf and Tarigan into contemporary digital communication contexts. While these theories were originally formulated based on literary language, the present study demonstrates that the same categories remain highly relevant for analyzing modern spoken discourse. The podcast illustrates that figurative language is not confined to literary works but continues to play an essential role in everyday communication across digital platforms.

Overall, the findings demonstrate that comparative language styles are integral to effective podcast communication. Simile and metaphor emerge as the dominant forms because they enable speakers to explain abstract ideas in accessible ways while maintaining conversational naturalness. Personification, allusion, epithet, allegory, and synecdoche further enrich the dialogue by adding humor, cultural references, and expressive nuance. Collectively, these language styles enhance message clarity, emotional impact, audience engagement, and entertainment value. Therefore, comparative language styles function not merely as rhetorical ornaments but as practical communication strategies that contribute to the success and popularity of podcast discourse in Indonesia's contemporary digital media landscape.

5. Conclusion

This study concludes that comparative language styles play a significant role in enhancing communication within the Agak Laen Official podcast episode Vanessa Zee Rela Cuti Demi Kejar Impian. The analysis demonstrates that various forms of comparative figurative language, including simile, metaphor, personification, allegory, allusion, epithet, and synecdoche, are employed to express ideas, emotions, and experiences in a more vivid and engaging manner. These language styles not only simplify abstract concepts but also strengthen the emotional connection between speakers and listeners, making the conversation more relatable and memorable. Furthermore, the findings indicate that comparative language serves both aesthetic and communicative functions by increasing listener engagement and supporting effective message delivery. This research contributes to the growing field of stylistic studies in digital media, particularly podcasts, and provides practical insights for content creators seeking to improve audience interaction through expressive language. Future studies are encouraged to examine broader podcast genres and compare stylistic patterns across different digital communication platforms.

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