

## **ABSTRACT**

This study aims to identify types of language styles and analyze the influence of social factors on the use of language styles in the context of tourism. The research data was sourced from utterances found in interactions at Kuta Beach. This study applies qualitative descriptive analysis using the theory proposed by Martin Joos (1967) related to Five styles of language to identify types of language styles, and theories of Social Factors and Dimensions of Variation from Holmes (2013) to analyze social factors that influence the preferred language style. Data were collected through non-participant observation using the documentation method, specifically audio recordings supported by field notes. The content analysis method was applied deductively to classify data and aid analysis. This study presents 16 representative data and finds that there are four types of language styles, namely formal style (2 utterances), consultative style (9 utterances), casual style (4 utterances), and intimate style (1 utterance) found in interactions at Kuta Beach. Moreover, the use of language style is influenced by social factors, such as participants, setting, topic, and function.

**Keywords:** Kuta Beach, Language Style, Social Factors, Sociolinguistics