

CHAPTER I

INTRODUCTION

This chapter presents information about this study, the point are the background of the study, formulating of the research question, research objectives, the significance of the study, scope, and limitation of the study, and definition of key terms which were explained as follows.

A. Background of Study

The Language style is part of linguistic study that means study about the style of language used by people in communication who have different language styles in different conditions. Chaika (1982:29) argues about language style, that it is used by a person in communicating, the language can be in the form of verbal or written expression. It means that when someone uses language style they tend to use the choice the linguistic to convey their information. The style that is used by a person to communicate also became a set of instructions. Further, Meyerhoff (2006:27) claims that language style commonly explained the individuality, point of view of someone, and situation of humans. It means that the situation of people that happened can make language style. For example, humans in the formal situation can use different language styles with a human in the casual situation. This happens in real life or some literature such as movies and novels if we can see in language style perspectives.

Sociolinguistic is a field of study that examines the role of language in society. Georgieva (2014:4) argues a study that explains the use of language in relation especially in the language in social studies in sociolinguistics. Another definition states that sociolinguistics became the section in linguistics and it is focused on the study of language that is used in social culture phenomenon (Trudgill, 1983:32). This means that this study focused on language as which is used for people to communicate between people that used different social groups or different social situations. Meanwhile, the Definition of sociolinguistics is about to study that very board in the part of language than it is also described the way of language study (Meyerhoff, 2006:1). Sociolinguistics is also defined as the study that is used by humans in how used the language, discuss how people use language in different parts of the world, and how a country decides which languages are recognized in courts and school.

The variation of language commonly used in society and the social context that happened can be caused choose the language that will be used and the social characteristics of the people. According to Yule (1986:190) argues that when people want to do communication, people must be understood about the social background, education, age, sex, class, occupation, etc of the speaker. Then, Romaine (1994:74) states that style can change according to the current social conditions. The different styles of language can be change depend on the background of the audience, the form of the discourse like used oral or written, and the form of the event. Many researchers analyze language style in some

aspect of written or oral language which had a different theory and subject to analyze it.

In one work of study, there is more than one kind of language style that is being used in it. As delivered by Sapriyani, et. al.(2013), they showed about investigate of the same topic that used in *The Last Tycoon's* Novel. The researcher analyzes this novel by using Mandel and Kirszner (2003) and Martin Joos's (1976) theory to analyze the data and using Holmes (1992) and Payne (2010) to analyze the influence factors the use of language choice. They found there are 104 types and there 99 indicated to factors the use of language choice. They concluded that the novel had seven different language styles: informal, colloquial, formal, slang, consultative, intimate, and casual. Following that, the researcher discovered three sorts of elements that influence language choice in the novel *The Last Tycoon*: setting, participants or relationships, and topic.

Language style that is used by people is variation, many researchers analyze the style of language in some part by using much theory and indicate the factor of choosing the style. As delivered by Karina (2019), she analyzed the language style used in *The Kite Runner* novel written by Khaled Hosseini: in sociolinguistic. The aims of this reseearch are to found the language style are used by Amir in *The Kite Runner* novel and to found the factor that indicates in choosing language style used by Amir in the novel entitle *The Kite Runner*. In this study she used the combine the language style by Martin Joos theory (1976) and Kriszner and Mantel theory (2010), they are seven types of

language style such as formal style to casual style, formal style to consultative style, formal style to intimate style, casual style to formal style, colloquial style to formal style, colloquial style to casual style and intimate style to intimate style. She also discovered that participants, place, and topography are social elements that influence the novel's language style. Participants are the most influential aspect because they are the easiest to apply. Other than that, the setting is a factor that most easier to detect the case in using the style. So, the researcher concludes that there are seven types of language style used in The Kite Runner novel showed about the varied condition in novel and the most influential social factor are participant and setting because those two factors explain in more detail and that is easy to conclude.

Other than that, language style is not only used to analyze oral language but also about used analysis in written language which is written have many variations of style in their writing. Such as a study of written language from Haqqo (2016), she analyzes language style in the Jakarta Post advertisements. Advertisement here is one of the examples from written language. To analysis her data, she used William Well's theory (1995) of language style that categorized the presented sentence and utterances. After investigated she found three styles in the advertisement, are hard-sell style, soft-sell style, the straightforward style which showed that this advertisement had a lot of information about the product, facilities, etc. Then, the study of oral language in advertisement delivered by Muthmainnah (2016) investigates language style English commercial advertisement on Television was to determine the types of

linguistic style that are most commonly employed in English commercial advertisements on television. The topic of this study was William Wells's (1995) language style theory. But the result of this is different, they are the Personification style and Alliteration style. The style above is used because the ad maker commonly used simple style and is interesting to make a good advertisement and has the aim of influencing readers to be interested and they will be buying the product.

Many variations of language style that used by people to convey messages or information, although in the same part of the study the style that used is different. The study conducted by Afriza (2017) focused on language style used in an exclusive interview of Jessie J and Sarah Sechan on NET TV which used classified by Keraaf theory (2002) about general types of language style. According to Keraaf (2002:17), the general types of language style are formal style, informal style, colloquial style, frozen style, consultative style, casual style, and intimate style. The researcher discovered that the language styles utilized in Jessica J and Sarah Sechan's interviews were informal, colloquial, consultative, and casual. The researcher explained that to informal style show at the starting of the event, the dialogue started with the general language. The second style is colloquial, which is used to indicate that sentences are constructed and simplified forms of words are employed, as well as popular vocabulary. The third is a casual style, it shows the situation that is enjoyed. The fourth is consultative style, it is used to emphasize something important in the sentences. So, based on the explanation about the researcher conclude that

there is four language style by Keraaf theory (2002) in the exclusive interview by Jessie J and Sarah Sechan, they are informal style, colloquial style, casual style, and consultative style.

After that, when people or groups of people doing communicate with each other or do talking about something must-have style by the topic and situation. For example, in a previous study delivered by Anggraini and Sudiran (2014), she analyzes about language style used by Barrack Obama and Michelle Obama in Oprah Winfrey Show. The researcher used Martin Joos's theory (1976) to analyze language style. They found that there are three kinds of language styles, those are casual style, consultative style, and formal style. And researcher can conclude that the dominant language style used by Barrack Obama and Michelle Obama is casual and showed if they enjoyed it. The other previous study delivered by Nurjanah (2014), analyzes the language style used by the speaker in The Tonight Show with Jay Leno talk show in season 21 episode 145. The researcher used Martin Joos's theory (2007) to analyze this data. The researcher found two types of language styles they are formal and casual style. Then, the researcher also found four functions that were used in this study. They are expressive, directive, metalinguistic, and referential functions where the referential function is most dominant in the talk show. Based on the explanation, the researcher concluded that the casual style is the most dominant language style and there is a referential function that categorizes that most dominant in the using language style.

Many aspects can be analyzed using language style because the style of every person is different and every piece of literature has a different style that has a function to interest the reader or listener. A study conducted by Puspitasari (2008), focused on analyze language style in Anton Chekhov's *The Boor* play. This study was done to analyze "The Boor" play that is a text of drama that used Mc Crimmon theory (1972) to make analyze this text. Based on Mc Crimmon's theory (1972) there are three common types of categorized language style. They are formal style, informal style, and colloquial style. To this study, the researcher found that all of the types of language style by Mc Crimmon (1972) is there. Then, the researcher explains that formal language is used in the formal condition, informal speech commonly used in the conversation that relaxed and usually talking between a group of family and friend. After that, colloquial was commonly used with popular words and idiomatic construction. Base on levels of language style formal style used in three scenes, the informal style used in twelve scenes, and colloquial style used in fifteen scenes. So, the researcher concludes that three language styles by Mc Crimmon theory (1972) there are in this text of *The Boor* drama and colloquial style had fifteen scenes that used in this drama.

Study about language style in the movie used Martin Joos theory to analyze their style which has the different results of each study. Such as a previous study from Febriana, et. al(2019). They analyze about language style used in *All The Boys I've Loved Before* movie. The object of this study is categorized as a teen romance movie by Susan Johnson. In this study, the

researcher used Martin Joos's theory (1976) to analyze the language style in the movie. From their study found that there is four language style in *To All The Boys I've Loved Before* movie. They are Formal style, Consultative style, Causal style, and Intimate style. From this explanation, the researcher made concluded that Intimate style is the dominant language style in this movie because intimate style conversations happened mostly among family members and closest friends, the setting happened in the movie are occurred around school, dinner, and around the house of the main characters so many dialogs of this movie using intimate style. Then study by Jamil and Nasrum (2018), a study was conducted about the language style used in J.K Rowling's *Harry Potter and The Cursed Child*. Based on this study, the researcher found five language styles by Martin Joos theory (1976). They are frozen style, formal style, consultative style, casual style, and intimate style. Based on this study the researcher concluded that there are five types of language style by Martin Joos theory (1976) in J.K Rowling's *Harry Potter and The Cursed Child* and every style has the same 2 data.

When analyzing language style in the movie not all of the style of language by Martin Joss contained in the movie, there are only some of her theory that used such as the previous study by Khotimah (2019), this thesis analysis language style that used in *The Queen* movie. Specifically, centered on the classification of language analyses which used theory by Martin Joos's theory (1976). She found that in this movie the main character used by Queen Elizabeth using four types of language style. They are consultative style, casual

style, intimate style, and formal style. Consultative used by The Queen when she doing conversation with his family. Then, when she doing a conversation with his friend, she used a casual style to enjoyed the conversation. However, the intimate style is used by The Queen when she wants to do a conversation with the royal family. After that, she used formal style when she makes appearances on television show with single of way participant . Based on this explanation, the researcher concluded that the four styles of Martin Joos's theory (1976) involved consultative style, casual style, intimate style, and formal style that was used by the Queen Elizabeth of The Queen Movie.

Based on the previous study above, language style can use to analyze many aspects of literature or entertainment which use some theory to analyze that. For example, analyzed language style used in the novel mostly used Martin Joos theory (1976) and Mandel and Kirszner theory (2003). Second, analyzed language style used in advertisement mostly used William Well's theory (1995). Third, the language style used to analyzed talk shows or interviews mostly used Martin Joos (1976) and Keraaf theory (2002). The last, language style used to analyzed drama and movies mostly used Martin Joos theory (1976). From the previous study above, the researcher decides to analyze the language style used in the movie but the difference of the previous study above is theories that use to analyze the data and in the genre of the movie.

Here, the researcher will be using Martin Joos's theory (2007) and Mandel and Kirszner's theory (2003). Martin Joos's theory (2007) classified language

style into five: frozen, formal, consultative, casual, and intimate style then Mandel and Kriszner theory (2003) classified it into four styles: formal, informal, slang, and colloquial style. According to Martin Joos (2007), formal style is one of language style that used by people in the formal situation and used formal language. Then, Mandel and Kirszner (2003) state that the formal style often uses in formal events, talks about serious problems. Meanwhile, Mandel and Kriszner (2003:17) state that the informal style is often used in writing tests and informal essays. From the explanation that the researcher decided to combine the theory to become seven types of language style because the definition of formal style by them are similar and informal style by Mandel and Kriszner used in writing test. Therefore, seven language styles are used in this theory; frozen, formal, consultative, casual, intimate, colloquial, and slang style. To know and make people think critically, the writer conducting research titled “An Analysis of Language Style Used in “Mulan” Movie by Niki Caro”.

Commonly in the previous study mostly used genres about romance, adventure, and history of the movie. But *Mulan* is an American live-action that is produced by Walt Disney Pictures. This movie has a live-action genre that was adapted from Disney’s 1998 animated film. This movie was adapted from the Chinese folklore story “The Balled of *Mulan*”. And it is directed by Niki Caro. This movie talking about family and the struggle of the girl to save the kingdom from invaders. In this movie, the conversation that often occurs is the main character with his family, army commander, another army, and his

empire. From the structure of language in this conversation is variation there are formal sentences and informal sentences. The formal sentence is usually used in the formal situation such as conversation Hua Jun with empire and army leader and informal sentence such as conversation Hua Jun with his friend. the which variation of language that making this movie worth researching.

B. Formulating of Research Question

Given the preceding context, it is important to formulating research questions as follows: What are types of language style used in “Mulan” movie based on Martin Joss theory (2007) and Mandel and Kiszner (2003)?

C. Research Objectives

Based on the statement of the research question above, this research aimed to know the types of language style that used in “Mulan” movie in Martin Joss theory (2007) and Mandel and Kiszner (2003).

D. Significant of the Study

The result of this study is expected to give some contribution for student or university students, future research, and reader.

1. Student or university student

The research finding in this study can show the function of language style in the movie, students know the contribution of language style in the movie, and students can know how the influence of language style in the movie.

2. Future research

The research finding in this study can become a reference for future research if they want to analyze the language style in the movie or another form such as novels, dramas, magazines, newspapers, advertisements, or talk shows.

3. Reader

The reader can learn and know the knowledge about language style and the use of Martin Joos theory (1976) and Mandel and Kirszner theory (2003) to analyze language style used in the movie.

E. Scope and Limitation of the Study

The scope of this study is sociolinguistic, especially about language style used in the “Mulan” movie by Niki Caro. And this research is limited to analyzing language style. In this research, the researcher focuses on the script which is used in the “Mulan” movie. So, the researcher will analyze the kinds of language styles based on Martin Joos's theory and Mandel and Kirszner's theory in this movie.

F. Definition of Key Terms

In this part, the researcher will explain the term in the title of the research to avoid the reader’s misunderstanding about the term used in the research. Some terms are defined as follows:

a. Language Style

The language style is research that describes a person's way of speaking based on the linguistic choices concerning the topic, situation, function, author's goal, and content of an utterance (Missikkova, 2003:16).

b. Movie

The movie is called a story told by displaying movement. This movie was produced by recording photographic images using a camera that uses animation techniques or visual effects (Rasyidin, 2016:17).