

CHAPTER I

INTRODUCTION

This chapter discusses a research foundation covering the background of the study, formulation of a research question, objective of the research, research significance, the scope and limitation of research, and definition of the key terms.

A. The Background of Study

Language is one of the tools that humans must have in order to communicate with each other. As we know that each country has a mother language (Nurhayati, 2016). As a product of communication, language has several forms, for example to provide information, to entertain, to ask something and others. As an important part of social life, it is important for individuals to understand the variety of language and its style to avoid misunderstandings or unwanted things. Language also used a pronunciation. The games that will be conducted to improve the pronunciation ability (Nurhayati, 2015). The function of language is to know and understand other people's ideas. In Indonesia itself, study on listening are practiced from elementary school to university with different levels according to education level they attend (Nurhayati, 2020). The style of language people use in communicating is different, because the language used in meetings is not the same as the language used in daily communication with our friends. In language, some words also play a very active role in some sentences. These words are verbs that play an active role in understanding meaning.

Language style is defined as the choice of words used by a particular group of people when speaking in a particular context.

Language style is a major area of linguistic study, which examines the different styles of language used by people in communication. These language styles can vary depending on the context. Language style plays an important role in the study of sociolinguistic variation, as it determines the way people express their ideas. Grammar is one of the three crucial components in getting to know English (Nurhayati, 2020). Language style is influenced by a number of factors, including who we speak to and the environment in which we speak. It can be observed that individuals are able to adjust their language style to be in line with the prevailing norms. As Meyerhoff (2006) states that, language style can be used to convey aspects of one's personality, condition and mindset. The circumstances in which an individual finds themselves can influence the way they express themselves in language, with the use of different language styles observed in different contexts. For example, individuals in formal situations may use different language styles when interacting with people in casual settings. This relates to the complete aspects of the linguistic features used to construct a text of that type (Nurhayati, 2020). This phenomenon can be observed in real life as well as in literary works such as films and novels. If we consider language style from a point of view that includes both verbal and written expression (p. 27). The ultimate goal of learning a language is to enable language learners to communicate by means of the language learned (Nurhayati, 2016). We can see that the language a person uses in communication can be considered as a form of expression. This means that when someone uses a style of language, they tend to use linguistic choices to convey the information they intend.

Sociolinguistics is a field of study that examines the role of language in society. Georgieva (2014: 4) argues that research that explains the use of language in relationships, especially in the

context of language in social science, is the field of sociolinguistics. Language is used to create a meaningful communication among human beings (Nurhayati, 2016). Sociolinguistics studies the parts of language that also describe how to study language (Meyerhoff, 2006: 1). Sociolinguistics is also defined as the science that studies how humans use language, including how people use language in different parts of the world and how a country decides which languages are recognised in courts and schools. Another definition states that sociolinguistics is part of linguistics and focuses on the study of language used in socio-cultural phenomena (Trudgill, 1983:32). This means that the research in question is concerned with the language used by individuals to communicate in different social groups and in different social contexts.

The speaking activities are not only provided for local but also foreign (Nurhayati, 2019). Language variations commonly used in society and the social context that occurs can influence the choice of language to be used and the social characteristics of the community. The process of language learning, learners need interactions to practice the input they have received (Nurhayati, 2016). In accordance with the findings of Romaine (1994:74) state that, it can be argued that style is susceptible to change according to the prevailing social conditions. The language style used may vary according to the background of the audience, the form of discourse (oral or written), and the form of the event. Many researchers have analysed language style in many aspects of written or spoken language, using many theories and subjects for analysis. Yule (1986:190) argues that when individuals engage in communicative acts, they must have an understanding of the speaker's social, educational, age, gender, class, occupational and other relevant background factors.

In a research work, there is more than one type of language style used in it. Like the research conducted by Sapriyani, et al. (2013), they performed an investigation with the same topic used in *The Last Tycoon* Novel. The researcher analysed this novel by using the theories of Mandel and Kirszner (2003) and Martin Joos (1976) to analyse the data and using Holmes (1992) and Payne theory (2010) to analyse the factors that influence the use of language choice. According to Mandel and Kirszner's (2003) theory, the types of language styles are formal, informal, colloquial, and slang. While according to Martin Joos' theory (1976) the types of language styles are formal, frozen, consultative, casual, and intimate. It was found that there were 104 types and 99 showed the factor of using the language of choice. They concluded that the novel has seven different language styles: informal, colloquial, formal, slang, consultative, intimate, and casual. After that, these researchers found three kinds of elements that influence language choice in *The Last Tycoon*: setting, participants or relationships, and topic.

There is a great deal of diversity in the linguistic styles used by members of society. A number of researcher have analyzed linguistic styles in a number of different contexts, using a range of theoretical frameworks to identify the factors that influence the selection of these styles. Similar to Karina's research (2019), the language style used in Khaled Hosseini's *The Kite Runner* novel was analyzed sociolinguistically. This study aims to find out the language style used by Amir in the novel *The Kite Runner* and to find out the factors that indicate the selection of the language style used by Amir in the novel *The Kite Runner*. It is found that location, topography, and participants are social elements that influence the language style of the novel. The most influential aspect is the participant aspect, because this aspect is the easiest to apply. The setting is the most easily identifiable factor that

affects the use of style. Furthermore, the researcher used a combination of language style theories from Martin Joos' theory (1976) and Kriszner and Mantel's theory (2010), which identified seven different language styles. Among them are formal style, consultative style, familiar style, casual style, colloquial style, formal style, and intimate style. Therefore, the researcher concludes that there are seven types of language styles used in the novel *The Kite Runner*, which show different conditions in the novel. The most influential social factors are identified as participant and setting, as these two factors provide a more detailed explanation and are relatively easy to infer.

The study was conducted by Afriza (2017) focuses on the language style used in the exclusive interview of Jessie J and Sarah Sechan on NET TV. This study was classified according to Keraf's (2002) typology of language style. In accordance with Keraaf (2002:17), the most common types of language styles are formal, informal, colloquial, frozen, consultative, casual, and intimate. The researcher observed that the language styles used in the interviews with Jessica J and Sarah Sechan were informal, colloquial, consultative, and casual. The researcher suggested that for informal style shows at the beginning of the show, the dialogue starts with the use of colloquial language. The second style is colloquial, which is used to show that sentences are constructed and simplified vocabulary is used, as well as popular expressions. The third style is the casual style, which shows the situation being appreciated. The fourth style is consultative style, which is used to emphasize a certain point in a sentence. Based on the above explanation, the researcher came to the conclusion that there are four different language styles, as outlined in Keraaf's (2002) theory, as evidenced in the exclusive interviews of Jessie J and Sarah Sechan. These include informal style, colloquial style, casual style, and consultative style.

Furthermore, the communication style of an individual or group must be in line with the topic and context. For example, in a previous study presented by Anggraini and Sudiran (2014), she analyzed the language style used by Barack Obama and Michelle Obama in the Oprah Winfrey Show. The researchers used Martin Joos' (1976) theory to analyze language style. The researchers identified three different language styles: casual, consultative, and formal. Therefore, it can be said that the language style used by Barack Obama and Michelle Obama is a relaxed and casual language style, which shows that they enjoy the process. In addition, Nurjanah (2014) conducted a previous study that analyzed the language style used by speakers in The Tonight Show with Jay Leno season 21 episode 145. The data were analyzed using Martin Joos' (2007) theory. The researcher identified two different language styles, namely formal and casual. Furthermore, the researcher identified four functions used in this study. The four functions identified were expressive, directive, metalinguistic, and referential. Of these, the referential function was found to be the most dominant in the talk show. The researcher concluded that casual language style is the most dominant, with the referential function categorizing the most dominant language style used.

In addition, linguistic analyses can be conducted on written language, which exhibits many stylistic variations. It should be noted that stylistic analysis is not limited to spoken language. As in Haqqo's (2016) study of written language, the author analyzed one example of written language, namely a Jakarta Post advertisement. He used Wells' (1995) stylistic theory, which categorized the sentences and utterances presented. After analyzing, three styles were identified in the ad: hard-sell, soft-sell, and straightforward. This shows that the adverts contain a lot of information regarding products, facilities, and other topics.

Furthermore, Muthmainnah (2016) conducted a study of written language in submitted adverts to find out the most common linguistic styles used in English commercial adverts on television. The focus of this study was on Wells' (1995) theory of linguistic style. However, the results were different, with the identification of two distinct styles: personification and alliteration. The aforementioned styles are used by advertising professionals as a means of creating engaging adverts designed to elicit a positive response from the target audience, thereby increasing the likelihood of purchase.

The analysis of language style can be applied to a multitude of aspects. The diversity of language styles is a fundamental aspect of human communication, with each individual exhibiting a unique linguistic profile. This diversity is reflected in the various literary works that have been created, with each work employing a distinct language style that serves a specific purpose, namely to capture the interest of readers or listeners. Puspitasari (2008) conducted research on the analysis of language style in Anton Chekhov's play *The Boor*. The objective of this research was to analyze the play *The Boor*, which is a drama text that employs McCrum's theory (1972) to analyze the text. In accordance with McCrimmon's (1972) theory, three general types of language styles have been identified. The three styles of language identified are formal, informal and colloquial. The researcher found that all three types of language style identified by McCrimmon (1972) were presented in the data. The researcher then proceeded to elucidate that formal language is employed in formal settings, whereas informal speech is typically utilized in relaxed conversations and is often observed in discussions between family members and friends. Subsequently, colloquial language is employed with the utilization of vernacular terminology and idiomatic constructions. The analysis revealed

that formal language is employed in three scenes, informal language in twelve scenes, and colloquial language in fifteen scenes. Consequently, the researcher posits that the drama text *The Boor* exhibits three distinct language styles, as delineated by Mc Crimmon's theory (1972). Of these, colloquial style is evident in fifteen scenes.

Additionally, Febriana (2019) conducted a study of language style in the film "All the Boys I've Loved Before." This study employs Martin Joos' theory, as outlined in his 1976 publication. The object of this research is categorized as a romantic teenage film by Susan Johnson. The study identified four distinct language styles in the film *To All the Boys I've Loved Before*. The identified styles are formal, consultative, causal, and intimate. The researcher then concludes that the dominant language style in the film is the intimate style, given that intimate style conversations occur frequently among family members and close friends. Additionally, the settings depicted in the film are primarily school, dinner, and the main character's house, which further supports the conclusion that a significant portion of the dialogue in the film employs the intimate style.

Based on previous research, it can be said that stylistics can be used to analyse many elements related to literature and entertainment. These analyses are conducted using a number of theoretical frameworks. For example, stylistic analyses used in novels usually utilise Martin Joos' (1976) theory and Mandel and Kirsznner's (2003) theory. Secondly, the stylistic analyses used in adverts are mostly based on William Wells' (1995) theory. Thirdly, the linguistic styles used to analyse talk shows or interviews are mostly based on the theories of Martin Joos (1976) and Keraf (2002). Finally, the linguistic styles used in analyzing dramas and films are mostly Martin Joos' (1976) linguistic styles.

Based on previous studies, the researcher chose to analyze the language style used in the film. However, the difference between this study and previous studies lies in the theoretical approach taken to analyze the data, the specific genre of the film under study and the novelty of the film.

Based on the above, most researchers use Martin Joos' theory. To make a difference here, the researcher uses Mandel and Kriszner's (2003) theory which classifies it into four styles: formal, informal, slang, and colloquial. Based on these four language styles, the researcher conducted a study with the title "Language Style Used in the "Barbie" (2023) Movie". In previous studies, many researchers used genres about romance, adventure, and film history. While in this study using the film Barbie (2023) which is an American live-action film in the genre of fantasy comedy directed by Greta Gerwig. The lead of the film Barbie is played by Margot Robbie as Barbie Margot. The film tells the story of the lives of the Barbies in the land of Barbie with their own uniqueness. They are on a journey of self-discovery through the Barbie world and the real world after an existential crisis. It is very interesting to do research.

B. Formulation Research of Question

Given the previous context, it is important to formulate the research. The formulation of the problem is as follows:

1. What types of language styles are used in the "Barbie" (2023) movie?
2. What factors do influence language style in the "Barbie" (2023) movie?
3. How are the language style deployed by the main character

in the "Barbie" (2023) movie?

4. Why are the language style used in film “Barbie” (2023)?

C. Objective of the Research

1. To analyze the types of language styles based on Mandel and Kirsznner's theory in the film "Barbie" (2023).
2. To identify the factors that influence the language style in the film "Barbie" (2023).
3. To find out the language style deployed by the main character in the "Barbie" (2023) movie.
4. To find out the reason of using language style in film “Barbie” (2023).

D. Significant of the Study

The findings of this study are anticipated to inform future research and contribute to the existing body of knowledge in this field.

1. Student or University Student

It is anticipated that the findings of this study will be of benefit to all students, with particular relevance to those pursuing an English major and an interest in sociolinguistics. This research will demonstrate the function of language style in films. Students will gain an understanding of the contribution of language style in films and how it influences the content of films. It is anticipated that students will be able to apply their knowledge and understanding of language styles in appropriate daily conversations, particularly in formal situations and in certain contexts.

2. Future research

The findings of this study are expected to serve as a reference for future research on the analysis of language style

in films or other forms, such as magazines, advertisements, newspapers, novels, dramas, and talk shows.

3. Readers

The research findings in this study are expected to make a meaningful contribution to readers in enriching their knowledge about the types of language styles through the “Barbie” (2023) movie using Mandel and Kiszner's (2003) theory. The researcher also hopes that the readers will have enough understanding on how to use language styles in other texts.

E. Scope and Limitation of the Research

The scope of this research is about the language style used in "Barbie" (2023) movie. In this study, the researcher uses the sociolinguistic theory by Mandel and Kirszner (2003) which discusses four language styles, including: formal, informal, colloquial, and slang styles. The researcher focuses on the conversations by main character namely Barbie Margot used in the film in analysing how many types of language styles are found in the film script.

F. Definition of Key Terms

The key terms are defined as follows:

1. Sociolinguistics

The study of language as it relates to society is called sociolinguistics, which is made up of two words: The term "sociolinguistics" comes from the Latin words "socius" (meaning "social") and "linguistics". The latter refers to the scientific study of language. (Fish Man in Wardhaugh, 2010:16)

2. Language style

Language style is a field of study that describes the way a person speaks based on linguistic choices related to the topic, situation, function of the author's objectives, and the content of an utterance (Missikkova, 2003: 16). The term "language style" is defined as the choice of words used by a group of people when speaking in a particular place and under specific conditions. It is of great significance for individuals to convey their ideas. The manner in which they express themselves is contingent upon the context and the individuals with whom they interact. The language style employed at ceremonial events is almost always formal, with varying degrees of informality. This can range from highly formal speeches to casual conversation that is nevertheless quite formal, and even to conversations between people who are not of great importance, which can be informal and relaxed (Martin, Joos 1967).

3. Movie

Movie is called a story that is told by displaying motion. This movie is produced by recording photographic images using a camera that uses animation techniques or visual effects (Rasyidin, 2016: 17). Furthermore, film is defined as a type of visual communication that employs the use of moving images and sound to convey narratives or provide information. Across the globe, individuals engage in the act of watching movies as a form of entertainment, a means of enjoyment.

4. The Barbie (2023) Movie

Barbie (2023) is an American live-action fantasy comedy film directed by Greta Gerwig. The film stars

Margot Robbie (Barbie Margot) and Ryan Gosling (Ken). The film tells the story of the lives of Barbies in Barbie land with their own uniqueness. They are on a journey of self-discovery through Barbie land and the real world after an existential crisis. I don't know what language variations make this film worth researching.