CHAPTER I

INTRODUCTION

A. Background of the Research

Human is a social creature. As social creature, human need to communicate with other people, because they cannot live without them. Then, human need language as a culture code. As human being, we need language to express our feeling, ideas, emotions, and thought to people by using sound, gesture and signal that have pattern. According to Robert Lado, language is a part of the culture of people and the chief means by which the members of a society communicate. Sometimes, people use written form of language to convey their ideas, for example novels, short story, movie, etc.

The study of language that is related to society is called Sociolinguistic which consist of two words. "Socio" mean society, "Linguistics" mean the science of language. The blander definitions of sociolinguistics refer to studying language "in society" or language "in it is social context" (Coupland: 2007). However, language is complex. We not only need to know the meaning of word that uttered, but the context of situation and the culture of sociay must be understood, such as it is private or public condition, formal or informal, and who might be hear the sentences.

In the new world of sociolinguistics, the simple concept of "style" has a lot of work to do. The idea of "stylistic variation" emerged from William Labov's seminar research on urban speech variation and language change (Coupland:2007). Style reffered to the regular tendency for speakers in urban speech comunities to

adjust their own speech in a linear fashion under certain social circumstances (Labov,2011:139). Joos in Wardaugh stated that you can speak very formally or very informally, your choice being governed by circumstances. Ceremonial occasions almost invariably required very formal speech, public lectures somewhat less formal, casual conversation quite informal, and conversations between intimates on matters of little importance may extremely informal and casual. Joos explain about style in his book, The Five Clocks. The 'Clocks' were levels of formality in spoken and written English, which Joos labeled 'frozen', 'formal', 'consultative ', 'casual' and 'intimate. It was based on an intuition about degrees of familiarity/ intimacy between people which, Martin Joos argued, impacted on communicative style. His book support the idea of scale of formality. Formality or communicative 'carefulness' is assumed to dictate a speaker's stylistic choice or designs.

The examples of speech style can be seen in "Zootopia" Movie. Movie is one of a good media that not only for formal education but also informal education. By the right movie, the people can get some positive advantages. Such as, they can get social value, education value and linguistic value. According to Munadi (2008:117) there are some characteristics of a good movie. They are, Attractive the students interesting, real and authentic, up to date, appropriate with the students grade, use correct language, the disciplinary of squence, and satisfied technique. Movie is not only presents entertainment but also through the movie we can learn about linguistics. Such as, pragmatics.

Pragmatics is concerned with the study of meaning as a communicated by a speaker (or writer) and interpreted by listener (or reader). It has consequently, more to do with the analysis of what people mean by their utterances than what the

words or phrases in those utterances might mean by themselves, or we can call pragmatics is the study of speaker meaning Yule (1996:3). Pragmatics is one of important thing in linguistic. Because, trough of pragmatics we can learn about what writer or speaker wants in their utterances. For example, when the people want something from other and how the way to do it, it also will be learned in the pragmatics.

As well as "Zootopia" movie, it is a animated and comedy adventure film. This film shows two characters partnership between Judy Hops as a rabbit police officer and Nick Wilde as a red fox con artist as they uncover a conspiracy that involves the disapearance of predator civilians within a mammalian metropolis. Neil Genzingler of The New York Times considered the movie "funny, smart, and thuought-provoking. This film, action-packed and filled with enough savvy jokes that adults should concider slipping into theater even if they don't have an accompying child, is set in a world where animals have transcended the carnivore and prey dichotomy and now live together more or less harmoniously. (mobile.nytimes.com/2016/03/04/movies/zootopia-review.html accessed on June, 13, 2016 retrieved at 02.30 p.m). Rolling Stone's Peter Travers wrote that Zootopia may be the most subversive movie of 2016, praising its timely message about the harm of prejudice in the face of the prevailing xenophobic political rhetoric at the time of the film'a release, and the film's humor. (www.rollingstone.com/movies/reviews/zootopia-20160303 accessed on June, 13, 2016 retrieved at 02.15 p.m). The movie's message about tolerance and not prejudging other's sign, and the many chases, interrogations and narrow escapes

pay off. This movie tops the box office for a three week according Brooks Barnes in The New York Times. (mobile.nytimes.com/2016/03/07/arts/zootopia-tops-the-box-office.html accessed on June, 13, 2016 retrieved at 02.30 p.m).

There are two prior researches that have been found by the writer which have the movie as a media that used to find out the speech styles. The first prior research about Speech Styles has been conducted by Safitri Anugrahsuci with the title "Speech Styles Performed by The Main Characters in The King's Speech Movie" (2014). And the second prior research entitled "Speech Style of Alice Kingsley in The Movie Alice in Wonderland" was written by Amelia Permata Putri (2014).

For that reason the researcher was interested in make a research about speech style, and the researcher choose "Zootopia" movie as the object of the research because this is the most subversive movie of 2016. The researcher hopes can find new example of language variation, especially in Speech Style topic.

B. Statement of the Research Problems

1. What are types of speech styles used by the main characters in "Zootopia" Movie?

2. What are types of speech styles mostly used by the main characters in "Zootopia" Movie?

C. Objective of the Research

1. To know the types of speech styles that are used by the main characters in "Zootopia" Movie.

2. To know the types of speech styles that are mostly used by the main characters in "Zootopia" Movie.

D. Significance of the Research

1. Theoritically

   a. The Writer

   The writer hopes he could get knowledge about sociolinguistic especially about speech style and some values contained in the movie to help improve his own personality.

2. Practically

   a. English lecturers

   Knowing that in this movie contain of speech style, it can help the lecture to give student example of the kind of speech style that usually occurs in society.

b. The students

To enrich understanding and examples about sociolinguistic, especially about speech style.

c. The readers

They will be know much the value of the movie and also knowledge about sociolinguistic especially about speech style.

E. Scope and Limitation

This study is focus to analyze the speech style toward the conversations that uttered by Judy Hops as a rabbit with big ambition became police officer and Nick Wilde as a red fox con artist. Only utterances from two characters in Zootopia movie that containing speech styles will be analyze by the researcher.

F. Definition of Key Terms

1. Language variation

Variation of language because of some variables, such as region of the speaker, ethnic, social status, human need and group.

2. Speech Style

Joos (in Chaer, 2004:70) divides five types of speech styles:

a. Frozen Style

b. Formal Style

c. Consultative Style

d. Casual Style

e. Intimate Style

3. Movie

Movie also called film or motion picture is a series of still or moving images. It is produced by recording photographic images by camera, or by creating images using animation techniques or visual effects. Movies are products of electronic devices. This is one of communication tool that really helps the effective learning process. When we are watching movie, we easier to remember than what can olny be read or just listen. Movie could have a positive influence in education. The way movie clearly explain the process and message, so it can generate interest and motivation to learn.