CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is the bridge of human communication. In fact, it is more complex and powerful in the society. However, some people do not understand how to communicate well in a society. Meanwhile, language itself is also affected by society which brings people to different style of language. If people do not understand language style, it will make them difficult to blend into society. Style in language is variations of registers which can represent people's choices along with social context in the society (Stockwell, 2007). In other words, it is used as language formality degree based on people's choice in society.

Language style has an impact to people's life in society and vice versa. It can be stated that language style and society are always connected in human's communication. There is one phenomenon that researcher found in a company which involved a conversation by Mr. Chia, as the director of the company, and Ms. Amida as production & sales manager. When Mr. Chia asked about company sales target, at first Ms. Amida as his subordinate did not answer properly. For this reason, Mr. Chia repeated his question to ensure the answer by Ms. Amida. In the end, Ms. Amida gave a proper answer. The conversation can be seen as below.

Mr. Chia   : "Amida, we have to do something different to achieve the sales target in this month. Did you arrange the meeting with Engineering yesterday?"
Ms. Amida   : "**Uh-Huh.**"
Mr. Chia   : "Did you, Amida?"

Ms. Amida   : "Yes, I did, Mr. Chia."

From the conversation above, it is obvious that the situation was a formal situation which happened between a superior and the subordinate in a company meeting. However, the subordinate answered her superior with **"Uh-Huh"** which is informal language style even though during meeting. From this phenomenon, it can be understood that people should learn to choose and understand the appropriate language style in communication. Febriani, Ras, & Novitri (2019) stated that people use different formality level in making communication, therefore people must know how, where, and to whom they are talking to in every situation.

People also need to understand the identities they present to the society, in order to guide themselves in expressing their ideas and message for communication. According to Coupland (2007), people do 'identity work' by using language to show one or multiple identities, then shape it according to situation by using language style. In other words, language style also gets affected by people's identities. For example, a woman has different language styles used in between her position as a mother and employee in the society. For this reason, people have to be careful in using different language style because it affects to their social identities.

There is another phenomenon related to language style affect to people's identities. Generally, when people use slang words among their friends, the informality level of language style are acceptable and understandable by both parties. However, when people communicate with their parents, they need to

remember their identities as a child and avoid any slang words that cause incomprehensible informal language style. In fact, there is an online article with title of *"Parents Struggle to Understand Teen Talk"* which written by Coutts (2018). She stated that mostly parents have difficulties to understand the slang words that used by their children. Additionally, even though parents may learn about slang words, children should know when to use it or not to use it. In this case, it can be concluded that people need to understand how and when to use formal and informal language style based on their social identities in the society.

The using of language style is not only found in real life, but also in movie. Generally, movie contains information that people might need it in real life. Moreover, many people spend their time by watching movies. In August 2020, a news article with a title *"TV Watching and Online Streaming Surge During Lockdown"* reported that there was screen time increasement up to 31% than in 2019 due to lockdown, and many people had subscribed online streaming channels or providers such as *Netflix*, *Disney+*, and *Amazon Prime Video* (British Broadcasting Corporation (BBC), 2020). In fact, the streaming services contain variety of movies, including animation or cartoon movies. Despite of the entertainment, animation or cartoon movies also contains education and information (Lodhi et al., 2018). Hence, the language styles used are found in one of animation movies that released on *Disney+* in 2020 entitled *"Soul"*.

"Soul" movie was released on Disney+ in December 2020. This animation movie is about Joe Gardner, a music teacher's whose "Soul" tries to reunite with his body after an accident (*"Soul" (2020 Film)*, 2020). In the journey to reunite

with his "Soul", there are language styles found during the dialogues. The example of the dialogues between Joe's ex-student named Curley, and Joe by phone in the movie in minutes of 04:26-04:35 as below.

Curley : "How you been, Mr. G? It's Curley. Lamont, Lamont Baker."
Joe   : **"Hey! Curley! Hey, good to hear your voice, man. Uh listen, you can call me Joe now, Curley. I'm not your teacher anymore."**
(04:26-04:35)

As the conversation above, Curley greeted Joe by phone call. Next, Joe replied in less formal way which is shown as he used "man" that usually being used for male addressee in informal circumstances. To differentiate the formal and informal level of language styles, Joos (1976) stated that theory of language style divides to five types, which are frozen, formal, consultative, casual, and intimate. In short, formality and informality level in a conversation is determined by the types of language styles used by people, which is also determined by the circumstances and the functions of conversation.

Besides of language styles there is also language functions in human social communication. Jakobson (1980) stated that language function mentioned are emotive function, conative function, phatic function, metalingual function, referential function, and poetic function. As the conversation above, Joe's utterance is categorized as emotive function because Joe expressed his feeling to Curley when he said that he was happy to receive a call from Curley. Therefore, the use of language style types are related with the language function when people deliver their messages in a conversation.

There were some researches that had been done by previous researchers related to types of language styles. First, "An Analysis of Language Style of Teenagers Found in Facebook Status" by Indra & Hamzah (2018). The object of the research was classification of language styles. The data source was taken from Indonesian Facebook accounts. In the end, the result showed that there were only four of five classification language styles found in the research.

Another one was "An Analysis of Language Style in To All the Boys I've Loved Before Movie" by Febriani, Ras, & Novitri (2019). Next, the object was about analyzing the types and most common type used in "To All the Boys I've Loved Before" movie. As a result, it showed that only four types of language styles were found in the movie. Also, the most common type found in the movie was intimate language style.

Both research used language style types theory by Joos (1976) to analyze the data. Additionally, the similarity of previous research and present research is using the same expert which is Joos (1976) to analyze the types of language styles. However, the different of previous research and present research is that present research use "Soul" movie as the data source, then present research focuses on the types of language styles, also the language functions that affected to the language styles by using theory by Jakobson (1980).

Based on the phenomena that shown in the background, the researcher is interested in conducting the analysis of the types of language styles in "Soul" movie by using the theory by Joos (1976), and the functions of language related to the use of language styles by using the theory by Jakobson (1980) in "Soul"

movie. Finally, the research is entitled as "An Analysis of Language Style Used in "Soul" Movie: Sociolinguistics Approach".

1.2 Identification of the Problem

1. The improper types of language style used in society.

2. People's identity impact to language style in communication.

3. The types of language style used by characters in "Soul" movie.

4. The language functions used by characters in "Soul" movie.

1.3 Limitation of the Problem

1. The types of language style used by characters in "Soul" movie.

2. The language functions used by characters in "Soul" movie.

1.4 Formulation of the Problem

1. What are the types of language style used by characters in "Soul" movie?

2. What are the language functions used by characters in "Soul" movie?

1.5 Objectives of the Research

1. To reveal the types of language style used by characters in "Soul" movie.

2. To describe the language functions used by characters in "Soul" movie.

1.6   Significance of the Research

1.   Theoretical Significance

Theoretically, this research is expected to provide more information and references of literary science to future researcher especially about language styles. This research purposes to assist lecturers in teaching their students about language styles. Then, this research is expected to be used by students to increase their knowledge and the effectiveness in learning language styles.

2.   Practical Significance

Practically, the researcher hopes this research to be useful for readers to understand how to use the proper language styles in the society. The researcher also hopes the language styles that discussed in this research is applied in daily life such as between parents and children, lecturers and students, seniors and juniors, and other fields. Finally, the researcher expects people know when and to whom to use formal to informal language styles through this research.

1.7   Definition of Key Terms

Language   : The words, pronunciation, and methods of combining them used and understood by a community for delivering the message, opinion, statement of each other participants.

Style   : Variations of registers which represent individual choices along social dimensions that applied in the communication to scale the high and low formality degree of language used.

Sociolinguistics : Study of linguistic behavior as determined by sociocultural factors such as age, occupation, gender, economy, region, audience, social class, relationship, race or ethnic.