

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is a connection tool that cannot be apart from society. The relationship between language and society related to the study called Sociolinguistics. The word of ‘Sociolinguistics’ derives from **socio** and **linguistics**. **Socio** refers to the society and **linguistics** refers to the study of language. Yule (2020) stated, the term of sociolinguistics refers to the study of relationship between language and society. Yule’s opinion is in line with Wardhaugh & Fuller (2015) that stated, sociolinguistic refers to the study of the use of language in social groups of speakers. Therefore, a conversation requires at least two people to be both a speaker and a listener. Particularly in society, there are no limits on group membership, such as familial, social, cultural, religious, and so on (Wardhaugh & Fuller, 2015).

In connection between language and society, many people are less able to put themselves to speak formally or informally. However, the use of language in communication can be based on the situation and people’s relationship. Therefore, sociolinguistics gives an explanation of the reason people speak differently in different social context (Agsa & Ambalegin, 2020). Moreover, people also must aware of applying the words based on the purpose of the conversation is, such as with whom and how to respond to someone's speech. Hence, someone can be a good speaker to select words in order to convey the essence of the conversation in

social group (Nusri & Mubarak, 2022). To be clear, people often use comfortable way to communicate with close friend in enjoyable situation. For example,

Speaker 1 : “You see my phone?”
 Speaker 2 : “Don’t know, **pal**.”
 Speaker 1 : “**Ring my phone, hurry!**”

The context of those utterances above is, Speaker 1 looked for his phone and Speaker 2 did not know where it was. Based on the utterances, they talked casually. Those utterances showed that speaker 1 and speaker 2 have a close relationship. It is clearly spoken when Speaker 2 addressed Speaker 1 ‘*pal*’, a name that is intended for a close friend. Moreover, Speaker 1 has demonstrated a directive utterance by saying “**Ring my phone, hurry!**” Speaker 1 needed Speaker 2 to attempt to do something. From this phenomenon, it led to the sociolinguistics study.

In sociolinguistics, a way of speaking based on the location, social class, and or its function is defined as language variety (Wardhaugh & Fuller, 2015). According to Holmes & Wilson (2017), language variation focuses on its users and its use. Language variation based on its users are regional variation, social variation, and social dialects. However, language variation based on its use are language style, context and register. For example, a teenager prefers to say **Excuse me. Could I have a look at your photos too, Mrs. Hall?** to an older woman. However, when the teenager talks to his friend, he prefers to say **C’mon, Tony, gizzalook, gizzalook!**

When people start to communicate, the way they choose to speak can be very formal communication or very informal communication. Those way of

communication do not only influenced by circumstances but also influenced by other elements such as social context, social identity, and even social relationship. The way of communication also can be influenced by the interaction between the participants (Wirawan et al., 2022). Wardhaugh & Fuller (2015) mentioned, when it comes to communication style, people can speak very formally or very informally depending on the situation. For example, ceremonies almost always require language very formal, public lectures are formal, daily conversation is casual, and communication among close friends on minor issues can be extremely informal and casual. Then, those lead to the language style which the scale of very formal to very casual. As Stockwell (2007) stated, one of the language variation can be measured among a very formal to very casual scale is defined as language style.

According to Joos (1967) language style is a linear scale of 'higher-lower' convenience depending on the circumstances. The Five Clocks book represents the different levels of higher-lower in spoken and written English, and those are labeled into five styles. There are five language styles, they are frozen, formal, consultative, casual, and intimate. Frozen style is a static and unchanging oratorical style that can only be used in very formal and important events such as ceremonies. Formal style can use in formal and important situations, which follows patterns and grammatical rules according to English standards. Consultative style is a language style that is oriented toward a professional or semi-formal setting. Casual style is a language style that is used in daily life, comfortable, and relaxed situations, such as when speaking with family and

friends. Then there's intimate style, which is used in private by people who have a very close interpersonal relationship, such as parents, children, close friends, and lovers.

Every language serves its functions. In sociolinguistics, language style also has its functions. The functions of language style can be identified as expressing feelings and conveying information. According to Holmes & Wilson (2017), every utterance in language serves affective or referential functions, which objectively convey information or express how someone is feeling. The functions are derived from speech functions. Speech functions divides into expressive, directive, referential, metalinguistic, poetic, and phatic function (Holmes & Wilson, 2017).

The use of language style can be occurred in an interview. One phenomenon is appeared in Korea Roemit Youtube channel in '*Penggemar Stranger Things 4 Silakan Merapat*'.

Host : "What about this season? Why is it so worth to wait?
 Sadie Sink : "I feel like, **we just really know all the characters at this point. And then they add in some new ones to keep things fresh and exciting.** It feels like familiar but also we're all older. So, I don't think they go a little further with like the goriness and just like the overall intensity."

The context of those utterances above is, host interviewed the casts of Stanger Things 4, about the reason why the series is worth to watch. Based on the content, their situation is in a professional frame. When the Host asked a question to the guests and it is answered by Sadie Sink. The utterance "**we just really know all the characters at this point. And then they add in some new ones to**

keep things fresh and exciting” showed Sadie Sink conveyed her sentences in complete sentences informatively. Hence, Sadie Sink’s utterance leads to language style. According to Joos (1967), when the speaker and hearer are in a formal frame, then the speaker speak formally, it refers to formal style. Moreover, when the speaker conveyed information informatively, it refers to referential function (Holmes & Wilson, 2017). Therefore, Sadie Sink’s utterances refer to formal style and referential function.

The use of language style also can be found in a TV Series. Flick (2018) said, “A textual analysis of films and television broadcasts is important: films and television programs represent social reality” (p. 413). Therefore, the researcher will use the utterances or dialogues of the characters in Netflix's "Bridgerton Season 2" to determine the different types of language styles.

Violet : **“Dearest, I shall be more than happy to give you my ring when you find someone with whom you are very much in love.** Besides, it is in safe keeping at Aubrey Hall.”
 Anthony: “Very well.”

Anthony Bridgerton was a son of Violet Bridgerton. Based on the conversation shown above, Violet Bridgerton’s utterance is indicated as language style when she addressed Anthony Bridgerton **“Dearest”**. The code showed as her private code for addressing her son. Moreover, the intimacy between them was shown when she uttered, **“I shall be more than happy to give you my ring when you find someone with whom you are very much in love.”** It described that she would be very happy if Anthony Bridgerton eventually found a woman he loved. Therefore, Violet Bridgerton’s utterance refers to intimate style. Furthermore, her utterance expressed of what her feelings would be if Anthony

Bridgerton found the women he loved. Hence, her utterance also refers to expressive function.

Related to the phenomenon above, researcher expect that there are should be a suitable previous research that researcher can get the data completely. Larasati & Simatupang (2022) analyzed the language style types that are uttered in a movie using Joos theory. Moreover, the researchers used Roman Jakobson's theory for the types of language function. The study employed qualitative research method to collect and analyze the characters utterances in written form from Luca (2021) movie. The findings of this study were 210 data which classified as frozen style (14%), formal style (21%), consultative style (26%), casual style (25%), and intimate style (14%). Furthermore, there are six categories of language function in the film, including emotional, referential, and phatic function.

Then, Muziatun & Achmad (2020) analyzed language style types uttered by in the Talk Show were organized and analyzed from The Five Clocks book by Martin Joos's theory of language style and An Introduction to Sociolinguistics by Janet Holmes. The qualitative descriptive research was used to analyze and describe the classification of language style found in the Host's utterances in Tonight Show Talk Show. The results were found 29 data with different types of language style, including 11 data for consultative style and 18 data for casual style.

Related to the previous and present studies above, both researchers applied language style theorized by Joos (1967) and used descriptive qualitative as the research method. This research aimed to find out the speech functions related to

the style based on the theory which is proposed by Holmes & Wilson (2017). These theories was used to examine five language styles, such as frozen language style, formal style, consultative style, casual style, and intimate style, as well as related speech functions. For the data source, there was another distinction between the previous studies and this study. This research applied the Netflix Series "Bridgerton Season 2" as a data source to identify and analyze five levels of language style and speech functions.

The researcher was interested in analyzing language style because, despite some issues, misunderstandings still occur in daily life. People have to know to adjust the way of their communication in certain circumstances, whether it is formal frame or informal frame. Furthermore, the phenomenon of language style found in the Netflix Series "Bridgerton Season 2" above encouraged the researcher to analyze the five levels of language style using a sociolinguistics approach. This gave the researcher reasons to further examine the language style contained in the "Bridgerton Season 2" Netflix series. With this background, researcher chose **An Analysis of Language Style in "Bridgerton Season 2" Netflix Series: Sociolinguistics Approach** as a research thesis.

1.2 Identification of the Problem

In order to identify the problems, there were several problems which are:

1. The use of language in formally and informally based on the situation and relationship.
2. The use of language functions based on the purpose of the conversation is, with whom, how to respond to someone's speech.

3. The language style used in an interview in Youtube.
4. The speech functions used in an interview in Youtube.
5. The types of language style used in “Bridgerton Season 2” Netflix series.
6. The speech functions used in “Bridgerton Season 2” Netflix series.

1.3 Limitation of the Problem

The limitation focuses on the following two main topics:

1. The types of language style used in “Bridgerton Season 2” Netflix series.
2. The speech functions used in “Bridgerton Season 2” Netflix series.

1.4 Formulation of the Problem

The formulations of the problem are as follows:

1. What are types of language style used in “Bridgerton Season 2” Netflix series?
2. What are the speech functions used in “Bridgerton Season 2” Netflix series?

1.5 Objectives of the Research

The objectives of this research are as follows:

1. To find out the types of language style used in “Bridgerton Season 2” Netflix series.
2. To find out the speech functions used in “Bridgerton Season 2” Netflix series.

1.6 Significance of the Research

1. Theoretical Significance

This research has several theoretical goals. First, the reader is expected to gain new knowledge about language style and its function as a result of this research. Second, this research is expected to have a positive impact on our understanding, expertise, perspective, and application. Third, this research is expected to serve as a guide and reference for future research with the same research objective. And the last, the different types of language style and speech function can be found in TV shows, particularly in the Netflix series "Bridgerton Season 2."

2. Practical Significance

In practice, the following individuals are likely to benefit from this research. First, this research will enrich the reader's linguistic knowledge, especially sociolinguistics in the study of language style and its function. Second, this research will assist the researcher in describing the phenomena of language style using utterances from TV shows as data. Third, this research will provide the reader the additional resources and references which can be a guidance to learn, identify, and analyze the language style and its function.

1.7 Definition of Key Terms

In order to avoid misunderstanding about the use of terms, the key terms are taken from the context of this research. The key terms are:

Sociolinguistics : Yule (2010) stated that sociolinguistics refers to the

study of relationship between language and society.

Language Variation : According to Holmes & Wilson (2017), language variation in monolingual is divided into two which are its users and its uses. Language varies based on users with to who is using it. Style is language variation refers to its uses.

Language Style : As proposed Joos (1967) in his book *The Five Clocks*, style, also known as language style, has a linear scale of 'formality.' The five clocks represent the different levels of formality in spoken and written English, which are labeled into five styles. There are five language styles: frozen, formal, consultative, casual, and intimate.

Speech Functions : Holmes & Wilson (2017) stated that every utterance in language serves affective or referential functions, which objectively convey information or express how someone is feeling. Hence, they classified language functions into six categories in their book *An Introduction to Sociolinguistics, Fifth Edition*. Speech functions include expressive, directive, referential, metalinguistic, poetic, and phatic communication.

Bridgerton Season 2 : *Bridgerton Season 2* (2022) is a TV Shows continuation of the first series, *Bridgerton* (2020).

Bridgerton Season 2 focuses on Daphne's brother, Anthony Bridgerton, who is ready to find the best woman to be his wife. On the other hand, Kate Sharma devotes her life to her family. She intends to find her sister, Edwina Sharma, a suitable partner for marriage.