LANGUAGE STYLE IN "MEAN GIRLS" MOVIE; A SOCIOLINGUISTICS APPROACH

THESIS

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, March 19th 2019

Rita Cristina Putri Tambunan
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The thesis has been approve to be examined on the date that as indicated below

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ABSTRAK

Penelitian ini adalah penelitian kualitatif yang bertujuan untuk mendeskripsikan jenis-jenis gaya bahasa dan faktor-faktor penggunaan gaya bahasa dalam film "Mean Girls". Data dikumpulkan dengan menggunakan metode observasi dan teknik non-partisipatif. Penelitian ini juga menggunakan pemahaman dari sosiolinguistik yang artinya adalaha pembelajaran tetang social yang berhubungan dengan variasi bahasa. Data dianalisis dengan menggunakan metode referensial (identitas) oleh Sudaryanto (2015) yang menerapkan teori Joos (1967) untuk menganalisis jenis gaya bahasa dan teori Hymes (1974) untuk menganalisis faktor-faktor menggunakan gaya bahasa. Hasil dari penelitian ini adalah ditemukan gaya formal, gaya konsultatif, gaya kasual, dan gaya intim. Dan untuk factor dari penggunaan gaya bahasa, peneliti menemukan waktu dan tempat,partisipan, akhir, tindakan,kunci, dan norma. Kesimpulan untuk hasil temuan adalah yang paling banyak menggunakan gaya bahasa adalah gaya intim yaitu 13 dari 30 data. Gaya intim digunakan sebagian besar dalam film ini, karena film itu tentang kegiatan sehari-hari remaja di sekolah. Gaya intim cocok dengan karakter remaja yang bebas dalam berbicara dengan teman-temannya. Di film, pengaturannya sebagian besar di kantin dan para peserta juga para remaja perempuan di dalam film tersebut.

Kata Kunci : Faktor, Gaya Bahasa, Sosiolinguistik, Tipe

ABSTRACT

This study was a qualitative research which aimed to describe the types of language style and the factors of using language style in "Mean Girls" movie. The data were collected by using observation method and non-participatory technique. This study was also using the sociolinguistic approach which meant a study of society that related to the language varieties. The data were analyzed by using referential (identity) method by Sudaryanto (2015) which applied the theory of Joos (1967) for analyzing the types of language style and the theory of Hymes (1974), for analyzing the factors of using language style. The result of this research, it was found there were formal style, consultative style, casual style, and intimate style. While the factors of using language style in the movie was found setting and scene, the participants, ends, act sequence, key, and norm. This result of the research concluded that the most of using language style was intimate style which was 13 from 30 data. The intimate style was used mostly in this movie, because the movie was about the daily activities of teenagers in a school. Intimate style matched to the character of teenagers which was free to speak with her friends. In the movie, the setting mostly in the canteen and the participants also the girls in the movie.

Keyword: Factors, Language Style, Sociolinguistics, Types

MOTTO AND DEDICATION

MOTTO

"Do your best and be the best"

DEDICATION

This paper is dedicated to all people who always pray, motivate and give support in finishing this paper for my success, they are my lovely parents and all of my friends

ACKNOWLEDGMENT

Batam, 19th Maret 2019

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CHAPTER I

INTRODUCTION

1.1   Background of the Research

Language is the important aspect in human life. Language is important because human cannot do anything without language. Language is a tool used by humans to interact with each other. This means how the language is used, how the language plays a role in our daily lives, and how we understand the meaning or to interpret some of the language. By using language, the communication between people will be conveyed. If a speaker wants to say something, he or she must understand first what he or she says, so that a listener will understand what he or she says. Therefore, a good language will lead to a good communication.

In using language, people do not have the same way to convey their ideas or thoughts or feelings. For example, there are those who use polite language when advising someone who is ignorant. However, some of them use rude language to everyone in any case and so forth. In daily life, the researcher saw various kinds of phenomena that occur in everyday life. For example the ways of lecturers and students spoke each other when they were in class and outside the classroom. The researcher took the example of conversation in class.

Example :

Lecturer: Good evening class↑ Now we are going to discuss about writing a
　　　　　good letter to other company and open your book page 12↓
Student : Good evening, miss↓ Yes, miss↓

From the conversation, the researcher knew the lecturer used formal language and students also responded. It can be seen that the language used by students when fulfilling the lecturer's order to open their book politely. The students were required to speak politely to lecturers on campus or in the teaching and learning process.

Another example is between a couple of lovers in a restaurant in a mall.

Example :

A   : You order as usual right, honey?↑
B   : Yeah, babe↓

From the conversation, the researcher realized that the language used by the couple was closed. In fact, the man understood what the woman's desire well. The girl used low intonation when respond her man. The researcher concluded that the use of the words in the first conversation is polite. Unlike this second conversation, the use of his words is irregular. Also the intonation used by lecturers and students in the first conversation was so high while in the second conversation the intonation was low. The situation also distinguishes between first and second conversations. The first conversation situation was in the classroom and the second situation was in the mall restaurant.

Another example is how the students talk with their close friends in a canteen of campus.

Example :

A   : Girls, tomorrow is holiday↓So, where we go tomorrow?↑
B   : Hmm, why don't we go to the beach?↑

C   : It's a good idea, long time not to go to the beach↓

The conversation above shows that they were talking about their plans while on vacation. The use of the language they use is simple. They used shortened words like "hmm". The differences between conversations 1, 2 and 3 lies on the situation, choice of words, as well as intonation when speaking. The situation that occurs in the example of the last conversation was in the campus canteen. The intonation used in the third conversation was like a scene because there would be a day off and they planned to go to the beach. However, the choice of words between conversation 1 and conversation 2 is almost the same as irregularity.

There is also the phenomena in the movie that the researcher got interested into. The phenomena is :

Damian   : Is that your natural hair color↑
Cady   : Yeah ((smile))
Damian   : = It's gorgeous
Cady   : Thank you ((smile))
Damian   : See↑ this is the color I want
Janis   : This is Damian−**He's almost too gay to function**
Cady   : Nice to meet you↓

From the conversation above, their interaction habit does not depend on age, gender or race because the bold sentence above shows conversation between the girl says something with no pressure and manner towards the boy.

All of the example of phenomena, the researcher concluded that every difference in situation, profession, choice of word, also the intonation that was used when they spoke will be different in each style. Even though they were in class, in a mall, or in canteen they will speak differently. So, everyone will use different style according to their needs and pay attention to the use of the style.

From the phenomena above, there is journal that provide inspiration in the development of ideas in this study. Here the researcher took one example of journal related to the title, object, or theory. The journal was from Hamzah, (2018) in his research concluded that in writing the status in Facebook, the teenagers mostly used casual style. Not only the teenagers used the casual style, but the pre adult also used it in Facebook status. The result of the journal found that casual style was the most data in the journal.

The example of journal above is a part of the language style. The researcher concluded the meaning of language style is the choice of words used by the speaker both in speaking and writing. It depends on the circumstances of doing that, person (or people) to whom you are speaking or writing. Every time when the people speak or write, they must pay attention to the role of each language itself. The role of language is to transfer from speaker to hearer through communication. It has various different styles and styles that have important roles to deliver to the purpose of social interaction. By its style also make it easier to understand it by whom the language is spoken.

According to Meyerhoff (2006), language style also describe the personality, mindset, condition of human. The conditions of human create human's language style. Such as when someone has formal condition it will be different from casual condition. That happens in movie and novel in language style perspective.

This research was conducted to the movie of Mean Girls. Talking about the movie, Mean Girls is a 2004 American teen comedy film directed by Mark Waters

and written by Tina Fey. The film is partially based on Rosalind Wiseman's 2002 non-fiction self-help book Queen Bees and Wannabes, which describes female high school social cliques and the damaging effects they can have on girls. Saturday Night Live creator Lorne Michaels produced the film; Tina Fey, screenwriter and co-star of the picture, was a long-term cast member and writer for SNL.

By focusing on language style, the researcher found many language style in the movie. Afterwards, while watching "Mean Girls" movie, the researcher also found some types of language style and the factor of using language style. Therefore, the researcher was interested in analyzing of language style in the movie Mean Girls and conduct the research with a title "Language Style in Mean Girls Movie: Sociolinguistics Approach".

1.2   Identification of the Problem

Based on background of study above, the researcher proposes the main problems as follows:

1. The use of language style in "Mean Girls" movie.

2. Types of language style in "Mean Girls" movie.

3. The factors of using language style in "Mean Girls" movie.

4. The dominant types of language style in "Mean Girls" movie.

1.3   Limitation of the Problem

1. Types of language style in "Mean Girls" movie.

2. The factors of using language style in "Mean Girls" movie.

1.4   Formulation of the Problem

1. What are the types of language style used in "Mean Girls" movie?

2. What are the factors of using language style in "Mean Girls" movie?

1.5   Objectives of the Research

1. To find out the types of language style in "Mean Girls" movie.

2. To find out the factors of using language style in "Mean Girls" movie.

1.6   Significance of the Research

1.6.1 Theoretical Significance

The study of language style in this thesis is supposed to give some significant contributions to the readers, that language style is the important thing to learn because the readers would know what are the types of language style used according to the situation, profession, also the intonation. The readers also study about the factors of using language style.

1.6.2 Practical Significance

The readers understands that language style can be applied in movie. Besides, the researcher hopes that the readers have enough learning about the language style to know how to use it in other movie. This research is also expected to be the useful reference for the English Department students who are interested in conducting further research on the type of language style and the factors of using language style in "Mean Girls" movie.

1.7 Definition of Key Terms

Movie	: A type of visual communication which uses moving pictures and sound to tell stories or inform (help people to learn). (Movie. n.d)
Sociolinguistics	: The study of society in which there are various kinds of languages and how the role of language in the life of the community. (Wardaugh, Ronald & Fuller, 2015)
Language Style	: Any situation that when we are in the situation, we can adjust what language style we have to use according to circumstances. (Wardaugh, Ronald & Fuller, 2015) Language style consists of types and the factors.

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL

FRAMEWORK

2.1 Sociolinguistics Approach

Sociolinguistics is closely related to society. Sociolinguistics is a branch of the society and linguistics. According to Wardaugh and Fuller (2015), sociolinguistics is the study of society in which there are various kinds of languages and how the role of language in the life of the community. It means various languages and how the role of language itself is closely related to society. So, language and society are closely related to sociolinguistics.

According to Meyerhoff (2006), sociolinguistics is the study that analyze language with each understanding. Lots of linguists might describe themselves as sociolinguists, but the people who call themselves as sociolinguists may have rather different interests from each other and they may use very different methods for collecting and analyzing data. So, sociolinguistics according to Meyerhoff (2006) is about how the speaker use the language, how people use the language in different region, and how the nation determines what language is used for example in education.

2.1.1 Language Style

People communicate with a good language. The language that people use has different variety. According to Wardaugh and Fuller (2015), language

style is any situation where we are, it can be adjusted what language style we have to use according to circumtances.

The expert that proposed about the types of language style was Martin Joos., Joss (as cited in Maraden 2016) mentioned that there are five types of language style. Therefore, to analyze the language style in the movie, the researcher used the theory from Martin Joos (as cited in Maraden 2016). The explanation about the type of language style are explained below.

2.1.1.1. Types of Language style

There are five types of language style, they are frozen style, formal style, consultative style, casual style, and intimate style. The definition of language style is the choice of words when the people speak with each other and it depends on the circumstances of what the people do.

2.1.1.1.1. Frozen style

Frozen style is the most formal language style. The most formal style that usually used in respectful situation or formal ceremony. It is also called oratorical style which characterized by the very careful, has fixed form, and has symbolic or historical nature. This style is defined as the most elegant variety that reserved for very important or symbolic moments. In spite of fact, ordinary citizens who attend in the court, religious services, may demand frozen language because it is not an ordinary occasion and it maybe recognize used this style.

Example of frozen style: "Yes, my Lord", "Yes Your Honor"

2.1.1.1.2 Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc. It is used in the formal events, talks about the serious problem such as in the formal speeches and official meeting. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical. Formal style used in school by students, teacher, lecturer, headmaster. Thus, most scholar or technical reports use this style such as those taking part should sit during the proceedings. The characteristics are careful and standard speech, low tempo speech, technical vocabulary , avoidance of main word repetition and its use of synonyms. The formal style labels are: yes, sir... okay, sir..and a very few others.

Example: May I present Mr. Smith?

No, you may not.

2.1.1.1.3. Consultative Style

Consultative style is the operational language style that is usualy used in school, factory, and corporation meeting. Consultative style is the most operational among the other styles. The sentence tend to be shorter and less well planned. Since it is spontaneous, people tend to repeat some unnecessary words, choose the wrong word choice or use many slang. It is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc. This style is defined into two features. First, the speaker supplies background information and he or she does not assume that he or she will be understood

without it. Second, the addressee participate continuously; mostly often the participated for a very long period. While one is speaking, at intervals the other gives short responses or standard signals such as, yes; no; uhhuh; N'n; Mmm; That's right; I think so; oh; I see; yes I know; etc. The patterns of clause connection in consultative are generally simple and we do not put the grammar in this style. Example of consultative style: "That's right Mr.Simpson"

2.1.1.1.4 Casual Style

Casual style is the casual language variety in conversation, recreation, sport, etc. Casual style is also simply defined as a style that is used for the conversation in our relaxed or normal situation. Casual speech is the omission so fun stressed words, particularly at the beginning of sentences. It is often used in the conversation between friends or family. It is usually applied in daily conversation, in relaxed time such as when they picnic or sport,etc. There are two devices of casual style. First is makes most of the differences between casual grammars, which require a shorter form. For friends, acquaintances, insiders, make use of slang, ellipses, and verbal formulas ("Been there; done that!").
Example of casual style: "What's up?"

"Comin over tonight? Be there at eight"

2.1.1.1.5. Intimate Style

Intimate style is a completely private language developed within families, lovers and close friends. The intimate labels are: dear, darling, honey and even

Mom, Dad, and other nicknames might use in this situation. Intimate style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication and private code characterized, it is often unintelligible smallest social units. One of the systematic features of intimate style is extraction. The example of intimate style: "You have to believe me, Dear"

"Wish you all the best, mom"

2.1.1.2. Factor of Using Language Style

There are some factors that happen in the circumstances of speaking. Hymes (as cited in Wardaugh & Fuller 2015) had proposed the factors about how the people speak. He also made the acronym SPEAKING for the various factors that relevant. The SPEAKING theory can be described as follow :

Setting and scene (S) is the first factor declared by Hymes. Setting and scene are important in speech. Setting refers to the time and place. While scene refers to the part of people when they speak in a moment. For example in the movie, when Cady as the main actor talk with their friend in the canteen is the setting and the part of Cady's talking is scene.

The participants (P) include to the speaker and listener. When two person having conversation for example in the movie there is conversation in the classroom between teacher and student. They speak one each other and know with whom they speak.

Ends (E) is generally accepted by people who have the personal goals to accomplish on particular occasion. For a movie, end is functional for the person

who watch it because the movie itself has its own outcomes or aim to be sent to the viewer.

Act sequence (A) refers to the actual form and content of what is said such as the precise words used, how the word is used, and the relationship between what is said and the actual topic. For example the casual conversation and Hallowen party in the movie are all different forms of speaking.

Key (K), the fifth factor, refers to the tone, manner, or spirit in which a particular message is delivered to the participant such as humble, serious, precise, pedantic, sarcastic, arrogant, and so on. The key may also be seen from behavior, gesture or posture.

Instrumentalities (I) refers to the choice of speaking. For example oral, written, signed, and the form of speech such as the language, dialect, code, or register that is chosen. In the movie as example code-switching between Bahasa and English in any subtitle.

Norms of interaction and interpretation (N) refers to behavior or attitude of the people who speak in a certain condition. In every condition or situation there are norms that apply and must be obeyed by the community. In a movie also we can find the norms of interaction from all of the actor.

Genre (G), the final factor of SPEAKING term, refers to clearly types of utterance such as poems, proverbs, prayers, and lectures. These are all marked in specific ways in contrast to casual speech.

Those are the SPEAKING term defined by Hymes (1974). It is concluded that any interaction or conversation done by people, need a complex utterance

because some factors can be seen different in any other people point of view. The utterance can be a complex activity for interaction because the speaker need to consider the eight SPEAKING term to deliver message in order the speaker can deliver it well and vice versa.

2.2 Previous of the Research

The researcher found other researchers that have done on language style research. The first research was from Hamzah (2018). This research focused to the language style which are created by the teenagers, when they wrote the status in Facebook and the most frequency style used by the Facebook users in Indonesia. The researcher in this research used descriptive method which described the phenomenon based on the source of data. From this research, the researcher found that language style used by the teenagers to pre adult in writing their status in Facebook. The result of his research was the teenagers mostly used the casual style in writing the status in Facebook.

The next previous research was from Rasyidin (2016). He used movie as media of collecting the data. This research focused to find out the language syle by seven main characters in movie and the dominant style. In this researh, the researcher used qualitative method that the data was collected by watching the movie then finding out the conversation that contained language style on communication then classifying based on types of language style that was found on the movie, then finding the dominant type of language style. This research obtained two conclusions. The first, the researcher found four types from five

types of language style they are formal, casual, consultative, and intimate style. The second, from those four types, casual style was the dominant type, while frozen style was not found in "Fury" movie.

Furthermore, another research came from Maryam (2013). The analysis focused in beautiful words and many language style meanings in the stories. The writer in this research chose the library research by using source data in entitled Canterville Ghost and with instrument like computer, pen, stabilo, pencil and etc. The overall aim wass to analyze the language style in short story Canterville Ghost by Oscar Wilde's. The researcher found the language style metaphor, simile, rhetorical, hypebole, personification, and cynism.

The next previous was Haqqo (2016). This research focused on the types of language style and how the language style used in advertisement. This research used descrptive qualitative to analyze the data because the critical researcher analyzed the data offered with social conditions in which the form of written language style from Jakarta Post. This research used Well's (2002) theory. The result of this research was three style found in the advertisement hard selling style, soft selling style, and direct style. This research also was different with the thesis. The source of data and the theory wass different. The similarities also discussed about language style.

The last is from José, Ángel, and Oliva (2011). The journal talked about progress in the study of morphosyntactic variations made it possible to move beyond the view of variants is only a formal alternative that conveys a single and

convincing meaning with social features and situation formalities. The result from this research is there are some styntactic variation case that found in Spain.

Based on the previous researchers above, there are similarity and differentiations. The similarity between previous research and this research is the topics are the same. It is about language style, but for the differences are the theory and the data sources. The researcher use the theory from Joos (1967) as cited in Maraden (2016) to analyze the types of language style and theory from Hymes (1974) as cited in Wardaugh & Fuller (2015) to analyze the factor of using language style. The data source in this research is from Mean Girls movie.

2.3   Theoretical Framework

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                    ┌─────────────────────────┐
                    │      Sociolinguistics   │
                    │  According to Wardaugh   │
                    │  Ronald & Fuller (2015)  │
                    └─────────────────────────┘
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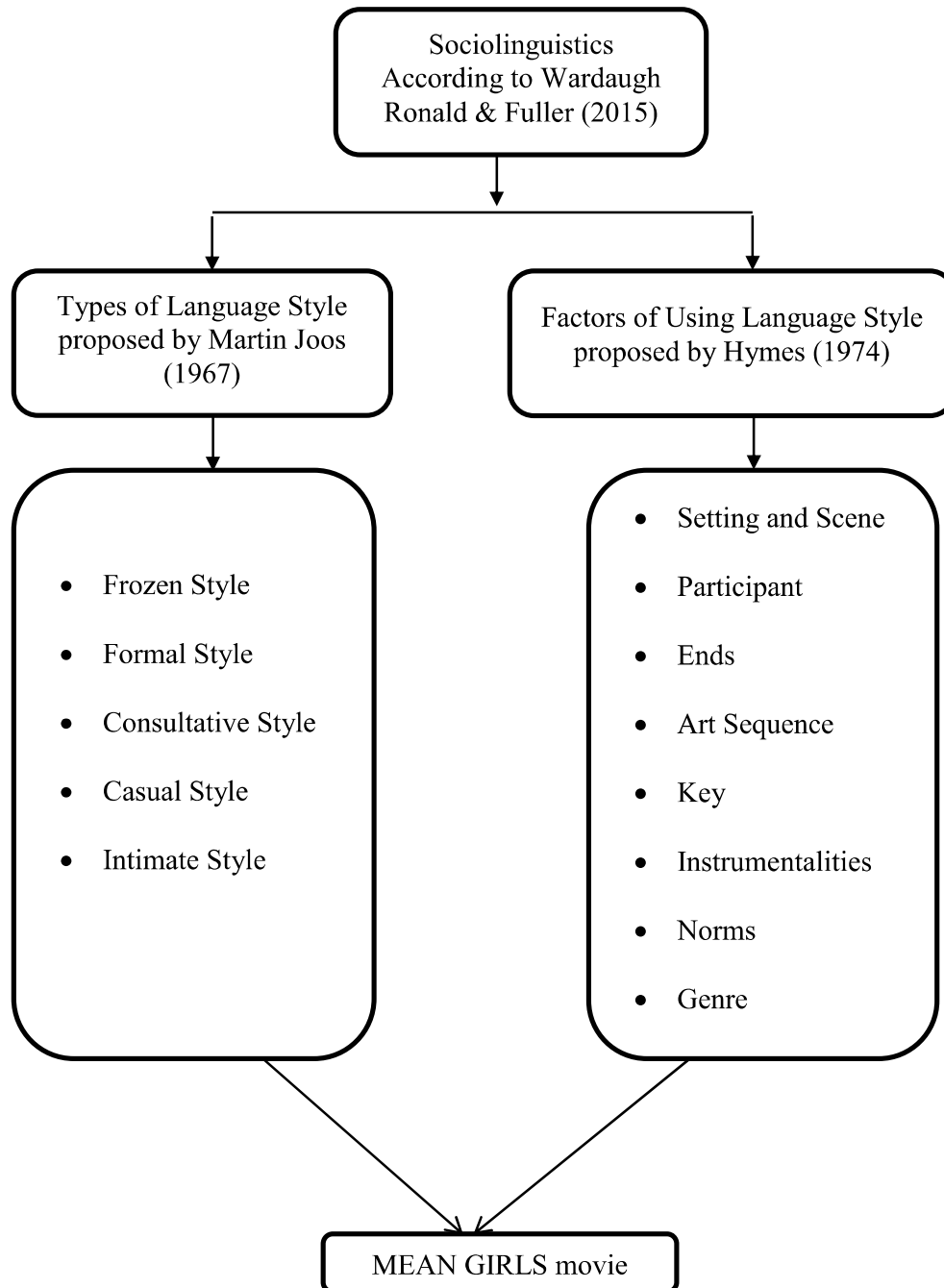

Figure 2.1. Theoretical Framework

Theoretical framework in this research begins with movie entitled "Mean Girls" which was published on 2004. In the movie, there are some kind of language style found. This research just focuses on language style that will analyze using Martin Joos theory and the factors of using language style by using Hymes theory. The researcher will analyze the five types of language style and eight factors that using the language style from the script of the movie. Then, the researcher analyze the language style by using sociolinguistics approach in order to find the types of language style and the factors that using language style in "Mean Girls" movie.

CHAPTER III

RESEARCH METHOD

3.1   Research Design

This research was done by applying a descriptive qualitative method which was done by collecting data from "Mean Girls" movie. The researcher used this research design in order to distinguish the types of language style and the factors of using language style. This research used the descriptive qualitative approach for analyzing the data.

The researcher used the descriptive approach as well as the data was in the written product, while the qualitative approach, according to Sudaryanto (2015) the qualitative research means that a scientific method of observation the data. The qualitative approach would be the method of analyzing the data that concerned of words, phrase, clause and sentences. The object of this research is language style in "Mean Girls" movie. To collect the data, the researcher used observational method. For analyzing the data, the researcher used referential identity method. To present the research result, the researcher used informal method.

3.2   Object of the Research

The object of this research was language style. Then, the data were all the utterances from the text in the script of *Mean Girls* movie. The data source of this research was from the movie. The "Mean Girls" movie talked about a cliques who

were the top hot news at school and had the important role of the "Mean Girls" movie. Cliques was a term of group used by students at school.

3.3   Method of Collecting Data

In process of collecting the data, the researcher used observational method by Sudaryanto (2015) to get all the data and to make an accurate data analysis. He stated that observational method is the method of collecting data by observing the data. There were two kinds of techniques used in collecting the data. They were participatory and non-participatory. In non-participatory technique, the researcher did not involve in collecting the data. This research used the non-participatory technique. The researcher only observed every utterance which contained the types of language style in *Mean Girls* movie. There were some steps which the researcher did in collecting the data:

1. The movie was watched by researcher in order to get the supporting data, ex: gesture, intonation, setting and scene.

2. The script of the movie was downloaded in order to help the researcher to find the precise word.

3. All the utterances related to language style was taken a note.

4. All the collected data was classified.

3.4   Method of Analyzing Data

Having collected the data, the next step was analyzing the data. To analyze the data, the researcher used the identity method. Identity method was the method which the determinant was not part of the language. In identity method, according to Sudaryanto (2015) there are five kinds of identity method. In this research, the researcher used the first identity method called referential identity method. Referential identity method was a method that the determinant was the fact which was showed by the language. The steps of analyzing data as follows:

1. The classified data were analyzed by using theory of Martin Joos in order to find the types of the language style.

2. Then, the data were analyzed by using theory of Hymes for analyzing the factors of using the language style.

3.5   Method of Presenting the Research Result

After doing the analysis, the next step was presenting the result analysis. According to Sudaryanto (2015) stated that there were two methods of presenting the result analysis. They were informal and formal method. This research used informal method. The informal method referred to the method of presenting the result analysis by using words and sentences.