

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. (Wardough, 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. (Wardough, Ronald & Fuller, 2015) Language style consists of types and the factors.