

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People use language as a way of communicating to spread ideas, information, thoughts, feelings, emotions, and arguments to others daily. As stated by Downes (1998: 2) that language is a communication medium that is used by everyone to communicate with each other and is therefore important. The usage of language comprises sounds, gestures, and signals that have patterns and meanings. According to Abdul Chaer (2007: 32) language is as a sound symbol that social groups use to communicate and cooperate. Sociolinguistics is the study of language as it relates to society. "Socio" refers to society, and "Linguistics" refers to the science of language. The more general definition of sociolinguistics is the study of language "in society" or language "in its social context" (Coupland, 2007). However, language is complex. Not only to understand the meaning of what the other person is talking about, but people must also understand the context of the situation and cultural context, such as formal or informal, and with whom we are talking.

Everyone has a different way of speaking, even when addressing the same topic everyone has their style of language. According to Holmes (1992: 9), the term "variety" is broad and includes many accents, dialects, linguistic idioms, and even languages that clash with one another for social reasons. The social and formality of the situation affects every word. The variation of language or style is related to the social elements that can be heard in someone's speech.

Meyerhoff (2006: 27) says that language style also expresses a person's personality, way of thinking, and the human condition. The human condition can influence how people speak. For instance, when a president gives a public statement or delivers a speech, the language used is very formal. This occurs as a result of the formal environment and specific information delivery functions. According to Joos (1967: 22) the way a speaker uses language is referred to as their language style and it is characterized by a level of formality. He separated language style into five types. They are frozen style, formal style, consultative style, casual style, and intimate style. Each type of language style has a different character and purpose, such as frozen, which is typically used in very formal ceremonies; formal, which is typically used in official meetings in some organizations, consultative, which is typically used in semi-formal communication, casual, which is typically used in relax situation in conversation, and intimate, which is typically used in a close friend or family conversations.

The choice of using language style is affected by several aspects, some of which might be referred to as a social factor. As stated by Holmes (1992: 11) he states that a person's social context has an impact on the way they speak. It concerns where they are speaking, who can hear them, and how they feel about the individual with whom they are speaking. Social factors are participants, topic, setting, and function.

Language style and the factors influenced it can be shown not only in daily conversation, but also in a movie, since movies also have dialog to build the story. Movies are the most famous diversion medium across the planet that is entertaining

through actors performing activities, sounds, visuals, situations, innovations, and more. The movie has a lot of interesting aspects that we can see and enjoy. A movie is a medium that easily influences one's thoughts and behavior. For that reason, movies are an entertaining way to learn a language style.

This study is an attempt to see the style of language use in a movie. The movie used is entitled *Purple Hearts* and in this movie there are different language style used by the characters along where the factors which influenced the style are also clearly observed. *Purple Hearts* is one of the movies that are booming among young people which is being broadcast on the Netflix media platform and directed by Elizabeth Allen Rosenbaum. Revealing all the language styles of characters in a movie through their communication and acting roles is a very interesting thing to do. This study is interested in analyzing this movie because the language in this movie is produced in a different style which is reflected in the social context. Besides that, even though the genre of this film is romance, it has an element of inspiration.

1.2 Problem of the Study

Based on the background, there are two problems that can be formulated. Those problems are:

- 1) What types of language style are used by all characters in *Purple Hearts* movie?
- 2) What are the factors that affect all characters in *Purple Hearts* movie to speak in a different style?

1.3 Objectives of the Study

In relation to this study, there are two specific aims of the objectives of the study as follows:

- 1) To find out the type of language style used by all characters in *Purple Hearts* Movie.
- 2) To describe the factors that affect all characters in *Purple Hearts* movie to speak in a different style.

1.4 Limitation of the Study

Based on the problem of the study above, the scope of this research is a sociolinguistics study that only focuses on two problems. First, identified and analyzed the types of language style use theory from Joos (1967) and second, the factors that affect all characters speak in different styles in *Purple Hearts* movie use theory from Holmes (1992).

1.5 Significance of the Study

This study's relevance may be divided into theoretical significance and practical significance, both of which are described below:

1.5.1 Theoretical Significance

Theoretically, the result of this study is expected to be an addition to the knowledge and the result could provide new insights, especially into the inability to understand language style and the social factor that affect people speaking in a different style.

1.5.2 Practical Significance

Practically, this research is expected to give a reference to the reader who wants to do a research about language style and allowing them to make better analyses in the future. This research also gives a contribution to the other students who study sociolinguistics.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter describes some topics related to this research to make this research easier to understand, such as a review of related literature that will give reference and comparison of previous studies related to this study. There are five studies from previous undergraduates consist of two theses and three articles.

2.1 Review of Related Literature

The first related study was written by Maharani (2019) entitled "Sociolinguistic Analysis of Language Style in Wild Child" Movie. That study focuses on two problems, there are analyzing the type of language style and the type of language style that is most dominant used in the Wild Child movie. Maharani used the theory of Joos (1967) to analyze the types of language styles. The data source of that study was taken from the film Wild Child. Maharani used qualitative methods to identify the language style and dominant type used in the film. Researchers found four styles of language, namely formal with 65 data, casual with 97 data, consultative with 61 data, and intimate with 21 data. And the most dominant type used by all characters is a casual style, which is 97 data.

Compared with Maharani's study, the similarities with this study can be seen in the first problem of both study is to find the type of language style and theory used from Joos (1967). The second similarity is the method of data collection. For the difference is the second problem. The second problem of Maharani's Study is what style of language is most dominantly used, while the second problem of this

study is what factors influence all characters in *Purple Hearts* to speak in different styles.

The second study was conducted by Priani (2019) entitled “Language Style in The Advertisement Broadcast in Casanova Bali Radio”. Priani’s study focused on identifying the types of language style and analyzing the linguistic features implied in Casanova Bali Radio advertisement. She used the theory by Holmes (1992) to analyze the language style and also she used another theory by Grey (2008) to analyze linguistic features. The main data in Priani’s study was taken from six advertisement scripts on Casanova Bali Radio. In that study there were two kinds of advertisement that have been analyzed, they were event advertisement and business advertisements. The method used to collect the data in that study was a documentary through the advertisement script used in Casanova Bali Radio. Priani used a qualitative method for analyzing the data. Priani found that six advertisements in Casanova Bali Radio used two language styles, they were vernacular language or informal style with vernacular or informal language is the most commonly used in the data source and standard language or formal style. Further, there are five linguistic features implied in the data source, they were familiar language, imperative, hyperbole, repetition, and simple vocabulary.

From the explanation above, the similarities between both studies can be seen in the first problem of the study. The first problem is to find the types of language style that used different theories. Priani's study used the theory from Holmes (1992) to analyze the type of language style meanwhile this study used the theory from Joos (1967). Differences are also found in the method of collecting data and the

second problem. Priani's study focused on the function of language style. Meanwhile, this study focuses on the factors that affect all characters.

The third reviewed study was written by Ochtaviyani (2020) entitled “An Analysis of Language Style and Its Function of Language in Mary Poppins Returns Movie”. That study was focused on analyzing the types of language style using the theory from Joos (1967). In his book “The Five Clocks”, he proposed that language have five style they are formal style, frozen style, consultative style, intimate style, and casual style. Ochtaviyani’s study focused on the function of language using the theory from Leech (1974) in his book "Semantic Study of Meaning", he proposed that language has five functions namely expressive function, informational function, directive function, phatic function, and aesthetic function. The data sources of Ochtaviyani’s study were Mary Poppins movie. Ochtaviyani used the observation method for collecting data. The researcher applied the descriptive qualitative method to find out the types of language style and Ochtaviyani found five types of language style in that study. They were frozen style, consultative style formal style, intimate style, and casual style. Ochtaviyani also found five functions there were expressive function, informative function, directive function, phatic function, and aesthetic function.

From the explanation above, the similarities between both of the studies can be seen in the first problem of the study is to find out the types of language style. Second, the main theory used, Ochtaviyani' study, and this study used the theory from Joos (1967) to analyze language style. The third similarities are the method of collecting the data that used in the current study is the same as the previous study.

Meanwhile, the differences between Ochtaviyani's study and this study are the second problem and the theory used. Her second problem is what are the functions of language style, she used the theory from Leech (1974) to analyze the function of language meanwhile this study use the theory from Holmes (1992) to analyze the factor that affects all characters.

The fourth study was written by Silalahi, Husein & Sumarsih (2021) entitled "Language Style Used in Deddy Corbuzier Podcast YouTube Channel". Their study focused on analyzing the types of language styles that are found in the data source. In collecting data, the descriptive qualitative method is applied to elaborate the types of language style. The data were analyzed based on the theory proposed by Martin Joo (1967).

Based on the review above, there are similarities and differences between this study. Silalahi, Husein & Sumarsih (2021) and this study used the same theory as Joos (1967) to analyze language style. The differences here are the data sources. The data source of that study was taken from podcast YouTube, meanwhile, this study was taken from a movie.

The last study has been done by Tanggung, Putra & Sulatra (2022) entitled "An Analysis of Language Style in dialogue with Jack Ma, Alibaba Group Kief 2019". Their study was focused on analyzing the types of language style using the theory from Joos (1967) to analyzing the type of language style. The data source of that study was taken from Kyiv international forum YouTube channel duration 1:06. Tanggung, Putra, and Sulatra applied the qualitative method to find out the types of language style.

Compared to Tanggung, Putra, and Sulatra studies, the similarity with this study is used the same theory from Joos (1967) to analyzing language style. The difference between this study is the data source. Tanggung, Putra, and Sulatra study the data sources taken from YouTube channels whereas, this study was taken from movies. And also this study has two problems to discuss whereas Tanggung, Putra, and Sulatra's study only focused on the language style used by Jack ma.

2.2 Concepts

There are four things that related in this study such as language style, social factor of language style, movie and *Purple Hearts* movie.

2.2.1 Language Style

People communicate with each other in various styles of language. There are several theories that discuss language styles. One of them is in the book "The Five Clocks". According to Joos (1967:22), the way a person uses language is referred to as their speaking style and is characterized by a level of formality. Joos says there are five types of language namely frozen, formal, consultative, casual, and intimate. Each type of style has a different character and purpose. The frozen type is usually used in very formal ceremonies, the formal type is usually used in formal situations such as formal meetings in some organizations, the consultative type is usually used in semi-formal communication, the casual type is usually used in a relaxed situation in conversation, and the intimate type usually used in conversation with close friends or family.

2.2.2 Social Factor of Language Style

The state of society influences how language changes. Variations in language use are influenced by various social factors. According to Holmes (1992:11), the language used is formed by several important factors relevant to the context. Social factors such as the participant: who is speaking and who are speaking to, the setting: where they are speaking, the topic: what is being talked about, and the function: why are they speaking.

2.2.3 Movie

According to Oxford Dictionary (2010), a movie is a story that is recorded by a camera as a series of moving images and broadcast on television or in a cinema. It is a rapid succession of images displayed on a screen, each showing an object in a slightly different position to create the optical illusion of a continuous image with the object moving. People watch movies as a form of amusement and recreation all around the world.

According to Hornby (2006:950), Movies are series of moving images that are sound-recorded and displayed in cinema. Movies are created by using cameras to record images captured from the outside world or by using animated film or special effects to build amazing pictures.

So, based on several explanations above it can conclude that a movie is a medium that people watch in cinemas or on television and is a recording of a moving image that tells a story. The movie is the most well-liked kind of entertainment on earth. We can see many fascinating aspects of the movie. Start with activity, sound, vision, location, circumstance, innovation, and more. The

movie is a combination of plot development, dialogue, music, and visuals. Due to how closely they resemble real life, movies are a medium that can readily affect a person's ideas, actions, and language style.

2.2.4 Purple Hearts

According to Wikipedia (2022), *Purple Hearts* is an American romantic movie created for Netflix. *Purple Hearts* movie was released on July 29, 2022, and directed by Elizabeth Allen Rosenbaum. According to UPI (2022) *Purple Hearts* movie Became One of Netflix's Most Successful Movies Ever and the top 10 most-watched films of all time. The movie received 220.6 million views in its first 28 days released.

The main cast in this film stars Sofia Carson and Nicholas Galitzine. The duration of this movie is two hours and two minutes. The story of *Purple Hearts* tells the story of an aspiring musician named Cassie Salazar (Sofia Carson) who has started a career as a musician. Cassie turns out to be diabetic and she can't afford insulin with her insurance. One day, she meets Luke at a bar, and the two get to know each other and agree to marry for the sake of the army wife's insurance. Cassie and Luke plan to divorce after a year of marriage, but things don't go as planned. Until finally, Luke had to undergo a military trial and was found guilty of fraud.

2.3 Theories

Based on the research problems above, there are two theories used in this study to solve the problem of the study. The first is the theory of language style proposed by Joos (1967) in his book "The Five Clocks" to analyze the language style found

in *Purple Hearts* movie. The second is the theory by Holmes (1992:11) to analyze the factors that affect all characters speak in different style in *Purple Hearts* movies.

2.3.1 Types of Language Style

Language style is the way people communicate using variations of language, which have different meanings depending on the communication language style. Language style has a specific purpose because in every situation, place, and with whom we speak we have to use a different language style. So that, we will better understand how people convey messages. According to Wardhaugh (2006:51), he said that we can communicate informally or formally, depending on the situation. For instance, conversations between students and their teachers at school and students with friends in the canteen will automatically use different language styles.

This research focused on the language style found in *Purple Hearts* movie this study used the sociolinguistics theory proposed by Joos (1967: 22-39) in his book “The Five Clocks”. Language style in this context refers to the type of language the speaker employs and is defined by the level of formality. He classified the styles into five types there are frozen style, formal style, consultative style, casual style, and intimate style which will explain below.

2.3.1.1 Frozen Style

According to Joos (1967: 39), the frozen style is indicated to be remembered and used in highly formal settings, such as speeches at state ceremonies, church rituals, and palaces. It means that the frozen style is usually used by important figures. Due to the meticulously crafted individual sentences and delicately bound sentences, this style is then known as the frozen style. The characteristics of this

style are often the use of long sentences with excellent grammar and vocabulary.

For example:

- a. *Most thankful to our God due of His kindness and help*

2.3.1.2 Formal Style

According to Joos (1967: 35) formal style is a style that deals with one-way communication and is used in formal and serious situations where there is the least amount of background information supplied and listeners are expected to wait until they are allowed to respond instead of interjecting. It implies that this style is lower than the frozen style. Formal styles is frequently used in school, office, in some organizations, and between people who meet new people or strangers. Other characteristics of this style are vocabulary and grammar used in the formal style are standard, complete sentences that include at least a subject, predicate, and object, and the speaker use rank to call the participants not only the name. For example:

- a. *May I invite Mr. John to our meeting?*
- b. *Thank You for the time. We would be glad to see you again*

2.3.1.3 Consultative Style

According to Joos (1967:22-23), the Consultative style is the norm for us when communicating with foreigners who speak our language but have a potentially different knowledge base. This style is the kind of communication that takes place in semi-formal situations. Either formal or informal situations are appropriate for using this style. This style is characterized by careful word selection and complete sentences, but the sentences are typically shorter and less carefully organized. This

conversational style is typically used between a doctor and a patient, or a seller and a buyer. Listener feedback is necessary for this approach. Every utterance has a subject and a predicate, although some of the vocabulary words are uncommon. Two people engage in a consultative style conversation. In the conversation here, both parties are actively conversing because they directly answer each other's statements with words such as "yes", "no", "yuhhu", "mhmhm", "huhhh", "true", or "I believe it." For example:

- a. *Do you feel better after consumed the drug?*
- b. *hmmmm I think so*

2.3.1.4 Casual Style

According to Joos (1967: 23) Casual style is used in informal and relaxed situations. Participants who use this style usually know each other or have a fairly close relationships such as friends, coworkers, or sometimes family members. The characteristics of casual style are quick speech, the usage of slang, repetition, and non-standard form, and also when addressing one another, the use of a first name or even a nickname defines casual style. For example:

- a. *What's up mate!*
- b. *I'm gonna go with my friends bro*

2.3.1.5 Intimate Style

According to Joos (1967: 29) intimate style avoids giving the addressee information that is not included within the speaker's skin. This style is the most casual of the five language style and is typically used by families, couples, lovers,

and close friends. Usually, a brief, unfinished, short sentence uses ellipsis and ambiguous articulations are typical of intimate style. This is because between the participants already know and understand each other which is why the participants use intimate sentences like dear, dad, mom, or other nicknames that may be used in this situation. For example:

a. Hey babe, where are you?

b. Oh my baby, I love you

2.3.2 Context of Social Factor

Language and society are intimately connected. The role of speakers and interlocutors (those who participate in dialogue or conversation) in social interaction using language as the medium is crucial. The speech law is frequently influenced by the speakers, meaning that the interlocutor someone who takes part in a dialogue or conversation follows the language the speaker chooses. It is affected by variables pertaining to the interaction between speakers and interlocutors (participants in a dialogue or conversation). According to Holmes (1992:11) the social context in which people are speaking affects the way they speak. It concerns where we are speaking, who can hear us, and how we feel about the person we are speaking to. Social factors such as participants, topic, setting, and function are explained bellow.

2.3.2.1 Participant

According to Holmes (1992:8) participants: who is speaking and who are speaking to. According to Wardaugh (2006:150) a participant is someone who participates part in a conversation. It is one of the explanations for using various

languages based on the socioeconomic status of the participants. Participants focus on an individual's character, which includes their age, occupation, gender, religion, class, education level, country or area of origin, and personality, according to Merrison and Griffiths (2006:287) argument. For instance, because the student-teacher relationship is now much more formal, it is necessary to employ formal language, which is distinct from language engagement with participants who are in different social positions.

2.3.2.2 Topic

According to Holmes (1992:8) the topic: what the participants are discussing. Meanwhile Richards (2006:3) states that topic is one of the significant factors in the language style of the people. Because each discussion will focus on the topic of conversation. People must be able to alter their language based on the audience and the topic when they want to speak formally or informally. For example discussions or chats between lecturers and students about exams and boss meetings with employees about the company therefore they automatically will use formal language.

2.3.2.3 Setting

The setting is one of the factors that affect the use of language style. According to Holmes (1992:9) the setting: where they are speaking. According to Dijk (2005:23), people's language use is influenced by their environment. The setting

can influence language style regardless of the participant's interpersonal relationships. The situational context and the physical environment in which the conversation takes place to create the setting. The physical context, which usually refers to the location, and the context of the situation, is often used to refer to the social and cultural background of the communication.

2.3.2.4 Function

Function describes the purpose of the conversation or "why they are speaking." According to Holmes (1992:9) argues that language can convey knowledge and may also be used to communicate emotion. The language function is what speaking as a sentence or phrase is all about. For instance, "I'm sorry" can be used to apologize, and "Hello good evening" can be used to greet someone.

