CHAPTER I

INTRODUCTION

This chapter presents the background of research, limitation of the problem, research questions, research objectives, previous studies, research significances, and definition of the key terms.

1.1 Background of Research

In the social life, human is always getting communication with each other. The most important tool for human to communicate with the other human is language. Because of human is as a social creature not as an individual, human will feel the difficulties to interact in their social environment if they live without language. Language is the way to express human's idea, thought, feeling, then emotion through verbal things such as the utterances or what human said and sounds, even through non verbal things such as gestures, signs, text and etc.

The science which studies about language in society is sociolinguistic. Sociolinguistic is concerned with language in the cultural and social context, especially how people in different social identities, such as gender, age, race, ethnics and class, region, speaking and how their speech changes in different situation. Those factors, social identities, create various languages. In sociolinguistic, it is called as language variation. Language variation is caused by inhomogenous participants.

Style is include into language variation. Language style is the way that people use the language in community, it can be written and oral. The researcher

takes webcomics as the data source of this research. The researcher will analyze about the language style found in *Siren's Lament* webcomics. The researcher found there are some formal style, casual style, intimate style, slang style, and others in the conversation between character of that webcomics. That webcomics have a romance and fantasy genre. It will be more easier to find the language style because the situation in that webcomics and their conversation are support the usage of some kinds of language style. In addition, the researcher also will explain about the factors which influenced the kind of language styles choice. Setting, participants, the topic discussed, and the function are the factors which influenced the use of language style choice.

The researcher takes webcomics that published in Line Webtoon application. It had never been analyzed as the data source of the research before. The other researcher usually analyze language style in novel (still rare but there are some and the number more than language style in comics) and movie. That is the other reason that the researcher chooses webcomics as an object. The conversation between the character of *Siren's Lament* webcomics show the kinds of language style and the researcher can make an analysis about how the factors of language style used influence the use of language style choices. As the result, the researcher chooses language styles topic concentrate to the kind of language styles itself and the factors of language style used influence the use of language style choices, which entitled "**Language Styles in *Siren's Lament* Webcomics**"

1.2 Limitation of the problem

Language style has a wide meaning and many aspects to discuss. However, the researcher takes certain language style as a topic for analyzing this research. In accordance with the topic of this research, the researcher limits the research only the way of speaking that is style in speech of all characters in *Siren's Lament* webcomics which depend on grade of formality style (colloquial style, slang style, intimate style, consultative style, causal style, formal style, and frozen style). Webcomic is the written form of conversation. Therefore, the researcher analyzes the way of speaking and style in speech through the sentence, phrase or word in *Siren's Lament* webcomic. The researcher also analyzes about the factor of language style used influence the use of language style choices in *Siren's Lament* webcomic.

1.3 Research Questions

To restrict in order to focus the research, the inquiry would be guided by the following general question :

1. What kind of formality styles are used by all characters in *Siren's Lament* webcomics?

2. What kind of factors are influencing the use of formality style choices in *Siren's Lament* webcomics?

3. Which factors are most dominant influencing the use of formality style choices in *Siren's Lament* webcomic?

1.4 Research Objectives

Concerning with the problems above, this research is intended :

1. Describing some kinds of formality style used by all characters in *Siren's Lament* webcomics.

2. Describing the factors that influence the use of formality style choices in *Siren's Lament* webcomics.

3. Describing the factors which most influence the use of formality style choices in *Siren's Lament* webcomics.

1.5 Previous Studies

In accordance with research questions in this research, there are some other researchers who use language style issue as the research that they take. Some of them are : A paper which entitled *An Analysis of Language Styles in Monsters University Movie* by Resiv Elvavi. The researcher analyzes language style and function of language in *Monsters University Movie,* the researcher tooks a theory from Joos, the researcher found 31 data for language styles (Frozen: 5 data, Formal: 5 data, Consultative: 1 datum, Casual: 16 data, Intimate: 7 data) and 31 data for the function of language (Instrumental: 2 data, Regulatory: 5 data, Interactional: 10 data, Personal: 6 data, Heuristic: 2 data, Imaginative: 1 datum, and Representational: 5 data), A journal which entitled *An Analysis of Language Style Found in Novel The Last Tycoon written by F. Scoot Fitzgerald* by Dilla Sapriyani, *et. al* (2013). The researcher uses seven language styles (formal, casual, informal, colloquial, consultative, intimate and slang style) according to Joos (1976) and three factors that influence the use of language style choices (topic, relationship/participants, and settings) according to Holmes (1992) and Payne

(2010) as the topic discussed. There are 104 dialogues found in this novel. Here are the result of analysis from the highest, 1) Styles : Informal 29.80%, Colloquial 23,7%, Formal 14,42%, Slang 11.5%, Consultative 10,5%, Intimate 6,7%, Casual 3,8% and Frozen 0%, and 2) Factors : Topic 40,38%, Setting 21,5%, Participant/Relationship 35,35%/10,5%. The language style which usually found in *The Last Tycoon* novel is Informal and the most factor that influence the use of language style choices is topic; and A Thesis which entitled *An Analysis of Five Language Styles Found in The Movie "The Pursuit of Happiness"* by Ayu Septiana Lubis (2009). The researcher takes 30 datas from the dialogue in that movie and uses casual style, intimate style, formal style, consultative style, and frozen style according to Joos (1976) as the topic discussed. Here are the result of analysis from the highest: Intimate style 47%, Casual Style 23%, Consultative style 20%, Formal style 10% and Frozen style 0%. The language style which usually found in *The Pursuit of Happiness* movie is Intimate style.

There is no other researcher that analyze *Siren's Lament* webcomics as an object of research before. Then, the researcher takes five language styles according to theory from Joos in Coupland (2007) and only takes two language styles according to Mandell and Kriszner's theory in Sapriyani *et. al* (2013) to be discussed and the researcher only takes one theory to analyze *Siren's Lament* webcomics. To explain the factors that influence the use of language style choices, the researcher uses the theory of Holmes (2013).

1.6 Research Significances

The result of this research is expected to be able to give the advantages in accordance with theoritically and practically. Theoretically, the result of this

research is expected to enrich and add knowledge about the kind of language styles especially which are found in webcomics. Whereas practically, this research will be benefit for the researcher who did a research about language style in webcomics, the readers and the students of English Department who are interested in sociolinguistics and its aspect.

1.7 Definition of the Key Terms

In order to avoid misunderstanding while reading this research, the researcher's explaination about the key terms of this research are used.

1. **Language Style**

   Language style is the way people use the language in communication, it can be written or oral language (Chaika, 1982:29).

2. **Style**

   Style is variation in a person's speech or writing. Style usually varies from casual to formal according to the type of situation, the person or persons addressed, the location, the topic discussed, etc (Richard and Smith, 2010:566).

3. **Webcomic**

   Webcomics (also known as online comics or Internet comics) are comics published on a website. While many are published excl-usively on the web, others are also published in magazines, newspapers or in books.

   https://en.wikipedia.org/wiki/Webcomic

4. **Sirent's Lament Webcomic**

   A webcomic which is published in Line Webtoon Application on May
   2016. This webcomic is written by Instantmiso. Then, Kenny Comic as the
   composer of music in each chapter.