

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, statement of the problem, research objectives, research significance, definition of key terms, and organization of writing.

1.1 Background of Research

Language is an important thing in the world that helps people to communicate with each other. By language, people can get communication through delivering and receive information such as transfer ideas from a person to others. Language is an arbitrary system that is born from everyday words until they officially become the language that people knows. In addition, language is a part of linguistics that explains the study of language. Hornby (1974, p. 495) argues that linguistics is the science of language, of its structure, acquisition, relationship to other forms of communication.

There are two kinds of communication by using language, it comes by spoken and written language. Spoken language is an utterance that is formed from sound, such as delivered through the radio, speech, storytelling, dialogue, television broadcast, discussion, talk show, and so on. Whereas, written language is an utterance that is in written form, and the example of written language appears such as newspapers, comic, tabloids, magazines, books, journals, letters, articles, and so on.

In expressing both kinds of communication, language has the same function to send and deliver the information. Meanwhile, nowadays people use spoken and written language to express the utterances in order to deliver the information to the hearer to reach the senses. Additionally, the spoken and written language can be analyzed from a different point of view, such as words, grammar, and pronunciation. Those all influence human to communicate with each other.

Furthermore, in this research, the writer chooses sociolinguistics as the general studies of language style, because language style is included in sociolinguistics. Sociolinguistics is a branch of linguistic study which explains the science of language that is senses of communication for delivering and sending the ideas with speak or write. The sociolinguistic study has the relation between language and society because language is created by the society which is using language as a habitual concept to builds communicates. The relation between language and society is not only shown in real life, but also in stories as the reflection of reality.

People use spoken and written language to express their ideas to communicate with each other. Through both ways of expressing ideas, people can understand the correct grammar, diction, and meaning. Likewise, by speaking the language they use the ideas by utterances to deliver the information. Its explanation is in contrast with written language because it is created by the human that put ideas in writing.

Literature is one kind of product of spoken and written language. According to (Hudson, 2006) literature is a vital record of what human sees in life about what they experience, what human thinks and feels about those aspects of it. It is developed by an expression of life through the language. Literature has been traditionally divided into three genres such as prose, drama, and poetry. Drama is one focus point from this research because the drama has a relation with the movie because this research uses an object from the movie. The movie has the same meaning as a drama because both have the dialogue or narration and the action. In contrast, they also have a different value from drama, there are the audiences who are watched lively. It is currently different from a movie because by the movie the audience can watch in television, cinema, and so on which probably the audience reach the purpose of their movie.

The movie is a story that presents the dynamic of human life. Through the movie, people can get new knowledge, such as positive and negative values that

can be learned. In this case, the writer chooses a movie as the object of this study, because the movie is an interesting media of art and literature, it is presented through the dialogues, gestures and the concepts of how movie creates by the terms of literature. It means the movie is a part of literature and thus included literary works.

Additionally, the writer chooses a movie entitled “Coco”, it is published in Indonesia in 2017. Coco movie is a popular movie that can be watched by all ages. A movie tells about a young boy as the main character is named Miguel, he is 12 years old that come from Mexico. Coco movie adopts Mexico’s culture and tells about a family that was love music for their life. As time goes on, they hate music and forbid the music from their life because of the great great grandfather leaving his family without any reason.

Especially, his great great grandson loves music and he wants to reach his dream to be a musician. He is Miguel as the main character of Coco movie. His dream was against his family because they are forbidden his family from music in their life. It is because they assume that their great great grandfather leaves the family for music. They banned music from their life. However, the movie takes two unique settings, there are; in The land of the dead and The land of the living, both of the settings support the writer to analyze what the language style is used by the main character in Coco movie through the settings.

The language style is a part of sociolinguistics. According to Joos (1976 in Chaer, 2010, p. 70), language style is a part of language variation and it is characterized by a scale of formality from the sociolinguistic study. Joos divides language style into five kinds. There are frozen style, formal style, consultative style, casual style, and intimate style. From these five kinds of language style, all of that has characterization and function such as frozen style is used in formal ceremonies, formal style is used in an official meeting in the organization, consultative style is used in school, casual style is appropriate to use in the dialogue. Thus, intimate style commonly use in the dialogue with family or close

friend. However, the writer analyzes what kinds of language style used by the main character in Coco movie.

Besides, this study not only applies the theory of language style by Joss, but also the theory of speech event by Hymes as contexts for supporting the main character in using the language style. According to Hymes (1972 in Wardhaugh, 2006, p. 247) speech event has added eight contexts which use the word "SPEAKING" as an acronym that is relevant for communicating. It means; setting and scene, participant, ends, act sequence, key, instrumentalities, norms of interaction and interpretation, and genre.

Furthermore, to analyze the language style and contexts of the main character in Coco movie, the writer uses qualitative methods to resolve the problems. It is done by taking the data from both the movie and its movie script. The movie is watched by the writer and the dialogue has been carefully listened by checking the movie script to see the correctness between the main character's utterances from movie and movie script.

As an additional reference for this research, there are some previous studies which contribute to the construction of this study. First, Indra and Hamzah (2018) who analyze the types of language and frequency of the style are used by Facebook users from the teenager to pre-adult users in Indonesia. The second previous study is done by Zulaekho (2011) which focuses to find the function and identify factors of language style in Muluk's utterances in *Alangkah Lucunya Negeri Ini* movie. The last previous study has been widely conducted by Aariah (2018), the research goal is aimed to know the kind of formality styles used by all characters in *Siren's Lament* webcomics.

Hence, it is found that all those previous studies have used Joos theory about language style. Likewise, all of the previous studies above only explain about the types of language style, without any explanation about what are contexts for supporting the utterances with language style. Additionally, this study also employs the different theory which is supported by others theory proposed by

Hymes theory about speech event as a base to find what is the context for supporting the data. Therefore, the writers entitle this research as “Language Style of Main Character in Coco movie” with analyzing kinds of language style are used in the main character and its contexts for supporting the data.

1.2 Statement of Problem

Every movie has interesting things which appeared by the character through the utterances by using the language as a media to get communication. Besides, other elements of the movie can also offer interesting things as it happens in Coco movie. There are two settings in this movie; first, in The land of the dead and second, in The land of the living. In those two settings, the use of language style by the main character is different. Thus, it is interesting for the writer to find the difference between the language style used in those settings through the following research questions:

- 1) What kinds of language styles are used by the main character in Coco movie?
- 2) How do the contexts support the main character in using the language style?

1.3 Research Objective

The purposes of this research are:

1. To find out the language style that is used by the main character in Coco movie.
2. To find out the contexts that support the main character in using language style.

1.4 Research Significance

This research can help the reader to know what linguistics, sociolinguistics, language variation, language style, contexts, and movie through language style in the main character from Coco’s movie. Besides, this research can be an example to those who would like to analyze language style, as a movie

can become a representation of real life. This research helps the reader to know what kinds of language style used in the dialogues of Coco movie.

Theoretically, the writer expects to help another writer in finding the language style from the movie. Practically, the writer adds the reference for linguistics student about sociolinguistics, especially in the study of language style in a movie. The target is for all the students of English Literature Department Faculty of Adab and Humaniora, Islamic State University Sunan Gunung Djati Bandung.

1.5 Definition of Key Terms

In order to avoid misunderstanding while reading this paper, the writer's explanation about the key terms of this research is used.

1) Language Style

The language style is a language in the form of rhetoric, namely the use of words in speaking and writing to convince or influence listener and readers (Tarigan, 1985, p. 4). The language style is used by people to communicate with the way they speak or written to make the hearer or the reader understand. However, language style can identify by what, when, who and how they are speaking about.

2) Style

Style refers to how speakers use the resource of language variation to make meaning in social encounters. A style is particularly important for getting the best communications because people have their own style to reach meaning-making through (Coupland, 2009, p. 326).

3) Movie

The movie is a motion picture (Hornby, 1974, p. 554). A movie is creativities of text and gesture that is showed in a picture as a video visual or a motion picture that is adopted by the real life or fiction story which shows by some artists.

4) Coco Movie

Coco movie is an American 3D computer-animated fantasy released by Walt Disney Pictures in 2017. However, this movie produced by Pixar Animation Studios, based on an original idea by Lee Unkrich, it is directed by him and co-directed by Adrian Molina. Coco movie is the story about family, tells about a young boy as the main character is named Miguel from Mexico, he is 12 years old and living with his family. Coco movie adopts Mexico's culture and tells about a family that was love music for their life. As time goes on, their family hates the music and forbid the music from their life because of the great great grandfather leaving his family without any reason. Especially, his great great grandson loves music and he wants to reach his dream to be a musician like Ernesto de la Cruz. He is Miguel as the main character of Coco movie. His dream was against his family because they forbid music in their life. It is because they assume that their great great grandfather leaves the family for music. They banned music from their life. However, the movie takes two unique settings, there are; in The land of dead and The land of the living.

1.6 Organization of Writing

This research is arranged into five chapters.

- Chapter I: An introduction, which describes the background of research, statement of the problem, research objective, research significance, definition of key terms, and organization of writing.
- Chapter II: A review of related literature which covers the theory about language style as the main theory and explains some theory that related in this research; sociolinguistics, language variation, language style, and context.

- Chapter III: Discusses the methodology of the research such as research method, research design, data, the technique of collecting data, and the last are the technique of analyzing data.
- Chapter IV: The analysis of data. It explains the theory of language style that applied to the data. It contains the complete analysis done by the writer, or in other word, it presents research findings and discussions.
- Chapter V: The conclusions of the study. After doing the complete analysis, the writer makes conclusions of the study. Suggestions for the next writers in order to the research in the future would be better.

