

CHAPTER I

INTRODUCTION

This chapter provides a general overview. It is made up of research background, research problem, research significance, and definition of key terms.

1.1 Research Background

Humans require interaction with one another to fulfill their needs. To engage in the interaction, they must communicate using a language that allows them to express their feelings and thoughts. Furthermore, human language can share environmental experiences, both in their natural state and from the experiences of others. Language is made up of sounds, movements, and signals that have patterns and meanings.

According to Edward Sapir (1921), "Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires through a system of voluntarily produced symbols,". According to the quotation above, language plays a vital role in human life. People can interact and communicate with one another for whatever reason they use language.

The science of language is known as linguistics. It encompasses the fields of descriptive linguistics and historical linguistics. Linguistics is currently a highly technical topic that encompasses, both descriptively and historically.

According to Verhaar, J.W.M (1993) Linguistics has several branches of science, such as phonetics, phonology, morphology, syntax, semantics and pragmatics. It also explains that language diversity occurs because of social interactions carried out by community groups who have different languages (Handayani, 2011, p. 20). Nonetheless, the diversity of languages seen in public places can reveal a lot about the sociolinguistic intricacies of a society (J. Holmes, 2001, p. 29). By doing so it explains that language diversity occurs because of

social interactions carried out by community groups who have different languages. The factors that influence the differences in language variety are social, cultural and situational factors. With the existence of language in life, it is easier for humans to communicate to exchange ideas, convey suggestions, feelings and interactions. It defines that the focus on linguistics is divided into micro and macro. The difference in microlinguistics is its focus on phonology, morphology, syntax and semantics. Meanwhile, macro linguistics focuses on sociolinguistics, psycholinguistics, neurolinguistics, and anthropological linguistics.

Sociolinguistics is one of study language about to with concerning to society conditions. Sociolinguistics is a branch of linguistics that takes language as a subject of study, in a way that is usually distinguished from how syntax, semantics, morphology, and phonology handle it (Jendra, 2010, p. 14. Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and how languages function in communication. It also denounced that sociolinguistic is the study of the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning. The choice of words used to talk to a specific set of individuals when communicating in one place and under one condition is referred to as language style.

In the study of sociolinguistic variation, language style is a crucial construct. Language style refers to the mixing of stylistic components into the language, particularly a figure of speech or a language style. Language is divided into some parts, one of them like formal language, informal language, casual language, etc. Language style refers to how people communicate using language, which can be written or spoken usage in different languages can be distinguished by situation, place and age. In such states that Language style as part of diction is related to

individual and characteristic expressions, or which have high artistic value. Therefore language style is very important for people to express their ideas, people use style depending on who they are talking to and where they are talking. So, people can adapt the style well to the rules. Speaking is the delivery of language through the mouth. Speaking happens when two or more people talk about something. They speak by using language, certainly there are kinds of language styles there. So, language style is also found in the dialogues of movie script as the text of conversation (Maraden, 2016, p, 79).

Many people watch Disney movies as the most famous movie in the world. Disney movie is the most famous American channel in the world. The message of Disney movies not only kids, adults but also old people like to watch Disney movies. An interesting story in the Disney film is the film *Beauty and The Beast* which tells the story of a young and handsome prince who gets a love curse and turns into a monster.

The message of the Disney movie is not only for kids but also for adults. The movie is about challenges, adventure, love, and others which make the viewers of the movie interested. They watch the Disney movie because of the actors or the actions in the movie. On the other side, people are usually confused about what language style is used in dialogue in the movie. In such instances the character of Belle utters the words “You are the beast but kindly” or the antagonist representation by Gaston as “She is mine” by yelling and raising the gun.

The researcher would like to analyze *beauty and the beast fairytale* by exploring the language style that is focused on the sentence structure in written language and investigate how the language style is used in that fairytale. The reason why the researcher chose this topic is because after the observation, the writer found that this movie script uses a variety of language styles.

Beauty and the Beast comes from a 16th - century romance in France between a maid and a man who has problems with his hair. Disney's version of *Beauty and the Beast* is based on the fairy tale book *La Belle et la Bete* by Gabrielle-Suzanne Barbot de Villeneuve, released in 1740. The story draws on universally human themes of love and redemption. The prince in the story is cursed for his cruel behaviour and he must love and be loved to break the curse. It is considered to be one of Disney's most successful animated movies both financially and socially.

This research might provide the project of research on the subject of language style and the object of the adaptation of *Beauty and the Beast* in 2017. This might be concluded in such detail of title as *Language Styles In Linda Wolvertoon Movie's Script Beauty And The Beast 2017 Adaptation*.

Some studies support this research and have a relationship with it. First of all has contributed by Manurung (2014) in her thesis "*An Analysis of Language Style Found in Barack Obama's Speeches*" analyzed language style based on Martin Joos Theory (1962). She concludes the five types of language style occurs in six of Obama's Speeches. They are Formal Style, Consultative Style, Casual Style, Intimate Style and Frozen Style. She uses a qualitative descriptive method. She analyzed 6 speeches then found Frozen Style 2 data (0, 38%), Formal Style 117 data (21,85%), Casual Style 405 data (75, 69%) Consultative Style 4 data (0, 76) and Intimate Style 7 data (1, 32). She analyzed and found that in every situation Obama used a different style.

The second was provoked by Haqqo (2016) in his thesis "*An Analysis of the Language Style in the Jakarta Post Advertisement*" She analyzed five language styles that were classified based on Martin Joss Theory (1962). He defined that every situation has different language styles whether they are Formal Style, Consultative Style, Casual Style, Intimate Style and Frozen Style. He used qualitative research to conclude the language style.

The third is *Language style in "Love rose" movie: a sociolinguistics analysis* by Iren Yswara Sipahutar (2018). The analysis is based on the five language styles using Martin Joos's theory. They are frozen style, formal style, consultative style, casual style and intimate style. This language style can be identified by the conditions in which the speaker speaks, whether formal or casual, public or private, and who is listening to us speak, whether it is a friend, parents, or strangers. A qualitative descriptive method was employed in the analysis. Intimate style is the most prevalent in the film, accounting for 23 cases (59%), followed by casual style, which accounts for 11 cases (28 %), formal style, which accounts for 3 cases (8 %), consultative style, which accounts for 2 cases (5 %), and frozen style, which accounts for 0 cases (0%).

The fourth researcher is Galuh with her thesis titled "*A Study of Speech Style Used by the Host in "Empat Mata" Talk Show Program on Trans 7*". This study employs Joos' theory as well as some supporting theories from Nababan and Gleason. Galuh employed descriptive qualitative in this investigation. To portray the speech style, she used two different episodes of the talk show as data sources. She recorded the host's words for transcription. She then identified the host's remarks depending on the classification of speech style, whether frozen, formal, consultative, casual, or intimate.

This research differs in terms of object, problem, and theory. The object used is the Beauty and The Beast movie script, the problem is what is the type of language style and what factors modify language style. The researcher uses Martin Joos (1967) in Zdenek Salzman (1998:167) to analyze language style. The relevant study informs the researcher about the language style and inspires the researcher to learn about the language style used in movie scripts.

1.2 Statements of Problem

A language is required for communicating, interacting, and seeking information. Languages are classified into several types. Language influences the area of origin because each region, region, and country has its language. Learning

the language while also learning where to place it in pronunciation. The author will discuss the pronunciation of Formal and Informal Languages in the Beauty and The Beast Movie in this study.

In regard to the sequences of background above, which determine the pursuing problems, this proposal employed the statement of problems as follows down below:

1. What is the type of language style formed in *Beauty and The Beast Movie Script*?
2. What factors modify the language style in *Beauty and The Beast movie script*?

1.3 Research Objective

By doing so, this thesis implied the objective goals as follows down below :

1. To identify the type of language style formed in Beauty and The Beast movie script.
2. To examine the factors modifying the language style used in Beauty and The Beast movie script.

1.4 Research Significance

The importance of the study is to understand the language style critically used in purpose in the realm of representation. It is contributed that the whole society will know their language style wherever they interact with each other and help them use their linguistic style in all circumstances and conditions. This will make them polite when dealing with language styles.

This research also implies intentional practical contribution which provides an instance of research in the environment of sociolinguistics in Scholarship and general context as follows academic culture.

1.5 Definition of Key Terms

To avoid misunderstandings about the use of terms, the researcher must provide the appropriate meaning of the key terms. The following terms are defined:

1. Sociolinguistics

Spolsky (2010) defines sociolinguistics as the study of the relationship between language and society, language variation, and attitudes toward language. It is defined as a study of the relationship between language and social factors such as class, age, gender, and ethnicity by Hudson (1996).

2. Language Style

As regraded the ignition is that language style refers to the type of language used by the speaker, which is distinguished by the degree of formality (Frozen, Formal, Consultative, Casual, and Intimate Style)(Joos, 1976, p. 39).

3. Movie

However about movie is a series of moving pictures with sound that tell a story and are shown in a cinema. Movies are made by either recording images from the outside world with cameras or creating images using animation techniques or special effects.

4. Beauty and The Beast

Beauty and the Beast is a 2017 American musical fantasy film directed by Bill Condon, based on a screenplay written by Stephen Chbosky and Evan Spiliotopoulos. The film is a live action adaptation of Walt Disney Pictures and Mandeville Films' 1991 animated film of the same name, which was itself an adaptation of Jeanne-Marie Leprince de Beaumont's 1756 version of the fairy tale. Emma Watson and Dan Stevens star as the titular Belle and the Beast.