

CHAPTER I

INTRODUCTION

This chapter provides information about background of the study, statements of the research problems, objectives of the study, significance of the study and scope and limitation of the study. Each of subchapters has different information and it is elaborated in sequence.

1.1 The Background of the Study

Communication is the way for people doing a social interaction. Through this communication, people will express their language. Even if it is different language, dialect or another they still can communicate well. It causes language has many variations. Thus, there is Sociolinguistics, Holmes (2012) state that sociolinguistics is the study of relationship between language and society. It means language and society is the term which related each other. There are many topics which explain in sociolinguistics study. One of the topics called language variation. Language variation defines about variety in talking and variety in language. Language variety is divided into four categories. They are language and dialect, social and regional dialect, styles, and registers. One of term language variation is language style.

Language style is the way to show our expression whether in formal or in informal situation. This term talk about how people do the conversation use their own style. According to Ducrot and Todorov (1993), language style is the choice among the other alternatives in using language. It refers to the way to convey the

same information by using different expression and related to different variations of language that are used in different situation and needs. It means people use their own language style based on their purposes, the condition and what they need in daily conversation. Talk about language it is closely related to social life.

However language is not only use in social life, but it can be represented in the media whether it is written or orally. Media has three types; audio, visual, and audio visualize. In addition, kind of communication media with audio visualize with purpose to deliver a value to the viewers is movie. According to Holmes (2012), the way people talk is influenced by the social context in which they are talking. From this statement can conclude that this statement means how people interact or communicate with another influenced by the factor. Factors can be the topic they are talking about, the person who interact with, the setting of the place, and the function of communication itself. Therefore, the writer chooses movie as the source of the data for this study. The *Crazy Rich Asians* movie is chosen to represent types of language style and the factors in daily life which influence someone speaks in different style.

The aims of this study are to explain the term types of language style and its factors which influence the style in *Crazy Rich Asians* movie. The reason this study is chosen by the writer because the writer finds the differentiation in every single communication. Single communication means the sender and receiver listen each other, to gather messages or information. People have different style in uttering the utterances, and the factors affect to speak in different style. Realize or not, people will use different language style while doing conversation. It can be

caused by the factors, such as to whom this person will talk. This condition can affect the person in uttering the style of language differently. For instance in *Crazy Rich Asians* movie, “Mrs. Young I must ask you to leave or I'll have to call the police”. This sentence was uttered by the hotel employees and the sentence structure well grammatically. It categorizes as formal style because the seriousness content and the factor is conversation between employees and a customer. Thus, this study conduct the language style of person in uttering the language and what can influence person to use different style.

There were two previous studies related this topic. First is conducted by Humairoh Azizah (2016) entitled *Language Style Used by Jonas in the Giver Movie*. The second is conducted by Rahardian Rasyidin (2016) entitled *An Analysis of Language Style in Fury Movie*. Both of the previous studies are same in the perspective of data. The first one used movie entitled *The Giver* as the source of data and the theory proposed by Nicholas Coupland (2007). Then the second study used *Fury Movie* as the source of data and the theory proposed by Martin Joos (1976). On the other hand, this study analyzes about types of language style and the factors which make the characters speak in different style. The writer used two theories proposed by Martin Joos (1976) and Janet Holmes (2012).

This study will analyze the types of language style in the movie and what the factors which influence the characters uttering language in different style. *Crazy Rich Asians* movie tells the romance life while social status is still affected to their relationship. Background family and social status are really drawn well,

where ordinary people cannot be easily joined the rich family. Therefore, this movie chooses because the situation of this movie is effective to draw the characters talk in different style because of factors.

1.2 Statement of the Research Problems

As the guidance, the research problems are formulated as follows:

1. What types of language styles that are used by main characters in *Crazy Rich Asians Movie*?
2. What are the factors that affect the main characters in *Crazy Rich Asians* movie to speak in different style?

1.3 Objectives of the Study

Based on the research problems, the study is intended:

1. To explain the types of language style those are used by main characters in *Crazy Rich Asians Movie*.
3. To describe the factors that affects the main characters in *Crazy Rich Asians* movie to speak in different style.

1.4 Significance of the Study

The results of this study are expected to give significance as follows:

Theoretically, this study is expected to give theoretical about language style and the factor which influences the differences. This study is also expected to give the contribution in development of English Study Program in collecting the reference of language style. The writer also hopes that this study can help the reader in searching the reference especially about language style.

Practically, this study helps the society to realize that factor can influence the way they communicate and use the language style in communication. Hopefully, this study can be useful and valuable for the reader.

1.5 Scope and Limitation of the Study

The scope of this study is Sociolinguistics; specifically about language style affected by the factor. This study uses the theory proposed by Martin Joos (1976) for language style. Then the other theory is about factor proposed by Janet Holmes (2012). Furthermore, the limitation of this study is the words, phrases, or sentences conduct by the main characters in *Crazy Rich Asians* movie. It includes the language style on the utterances while doing conversation.