

CHAPTER I

INTRODUCTION

In this chapter, the researcher explain the phenomena behind this research, then describe the research problem, research objectives, the theoretical and practical significances of this research, and then will be closed with research scope and limitation of the study.

1.1 Background of the Study

Language can be used by humans as a way to express something they feel, their opinions, or even just to communicate with other people. Language itself can be in the form of a written or verbal. In communicating, the two parties who are taking part of it must understand the language and context in the language itself. This is intended to avoid misunderstandings between the two parties who are communicating.

Language is viewed from its basis and motives for growth that it can serve as a tool for expressing self-expression, a tool of communication, a tool for holding social integration and adaptation, and a tool for establishing social control (Keraf, 1980). A language can be considered functional if the speaker and the speaking partner understand each other's utterances in the communication between the two. Language has a very important role in society because through communication using language, the identity of the user which includes a person's behavior and abilities can be easily seen through language.

Language is an important tool for humans to interact with others. All the ideas or intentions from a speaker can be conveyed through the use of a language. Every interaction that humans make is very influential in the development of language. Language is formed by structures that are fixed in pattern and have rules in their use that are interdependent. In addition to abitrer, language has other characteristics, namely dynamic, productive, and diverse.

Language is one of the most important things that humans need and use to communicate. This is because humans are basically social beings who cannot live alone, so they need the help and function of language as a tool to communicate to meet one of the basic human needs. Humans need communication to adapt to other

social beings. A communication can occur with the help of language, and the use of that language can later allow the emergence of a social system or society.

Sociolinguistics is a branch of linguistics whose discussion is about the use of language in the social environment of society. Yule (2010) stated that sociolinguistics is a study which focuses on language which is dealing with social and cultural phenomenon in one society. Sociolinguistics is the interaction between language, culture, society (Sali, 2013).

One of the general discussions in sociolinguistic fields that will be discussed in this research is language variation. The use of language variations in movie media can be a research topic in sociolinguistics, this is because language variations can be found easily in a circle where there is a diversity of languages, in the media of a novel and even a movie.

Language variation is one of the linguistic phenomena that can be found in various communication activities in society. The need for communication tools that correspond to the situation required by speakers with interlocutors is the main factor that causes language variations. Language variations themselves have many variations that occur due to the form of diverse uses and the factors behind them, Differences in social backgrounds from multiple speakers are the most common reason for language variations.

Language variation is an important discussion in sociolinguistic studies which refers vocabularies that undergoes changes caused by the variety of speakers. The existence of homogeneous speakers and the diversity of social interactions that are carried out can trigger variations and diversity of language narratives. The variety of language will be very wide if its use is used by a very large number of bilingual or even multilingual speakers and the range of the area of use is wider. The use of language variations can be carried out by a group either on a small or large scale in a communication situation.

There are already many variations of language in the form of slang used by the community, especially the youth. For example, the word *slay*, literally *slay* means to kill something. However if the word is used by youth, the meaning may change to suit the speaking counterpart in a limited community context, the use of

the term *slay* in the youth community can be interpreted to praise the dress or attitude of someone who is judged as good.

There are two divisions in language communication, namely spoken language and written language. Spoken language is the language used orally when communicating. Written language is the language used with the help of connecting media as a means of communication.

Different linguistic backgrounds in a speech event will lead to many variations of unique language use, because at least there is a connection between the use of two different languages in one event. Novel is one of the supporting media for communication in the form of written language, while in this research spoken language will be used with the help of media in the form of movies.

The development of technology makes it easier for people to do things more easily and practically. One example of today's technological advances is movies. If a movie back then was just a moving picture with black and white color gradations, limited sound effects, and also limited duration at first, now a movie is part of audio-visual mass media communication with much improved quality than before. With the help of film technology, it can now display colorful moving images with a more stable sound that can attract public interest by presenting various kinds of effects that make movies feel more dramatic.

Rapid technological developments also affect the use of language that is experiencing vocabulary development in society. As an example this can be proven by the existence of people who use Indonesian mixed with the use of foreign languages (code-mixing, code-switching), Wardhaugh (2006) stated that code-switching can arise from individual choice or be used as a major identity marker for a group of speaker who must deal with more than one language in their common pursuits.

The use of slang in the context of informal communication in everyday life is also an example of changes in the use of the language, Slang itself is a form or realization of language variation that is privileged and confidential. Slang is a variation of language created by a particular group of people that is used as a

language in association with fellow certain community that is users of that language.

In more detail, there will be 6 types of language variations that will be classified into their respective types, including language variation in terms of place, language variation in terms of time, language variation in terms of user, language variation in terms of use, language variation in terms of situation, and language variation in terms of status.

Communicating using two or more languages that are used in one utterance is a characteristic of today's communication in the context of everyday informal environments. This causes the use of these language variations to slowly enter into audio-visual media such as movies and does not rule out the possibility of language variations occurring in every communication among people.

The use of language can be done in everyday life anywhere and anytime, and movies are no exception. Movie is a platform for communication between humans and other humans with the diversity of languages used. The language variations in the movie occur because in the movie there are characters who have their respective initial backgrounds.

Movie is an audio-visual media about ideas, stories, views, points of view, taste, beauty, and atmosphere. In the film industry itself there is the term genre, genre serves to classify various types of films based on the type of film. The most commonly used examples of genres are Action, Adventure, Animation, Comedy, Documentary, Drama, Romance, Tragedy, Family, Horror, Sci-Fi, Thriller, and War.

The Marvel Cinematic Universe (MCU) is a media franchise originating from the United States that focuses on a series of superhero movies based on characters that appear in books or comics published by Marvel Comics and the movies are independently produced by Marvel Studios. The Marvel Cinematic Universe itself has been active since 2008 until now with a total of more than 30 movies and one movie that will be used as the main source of data in this research, namely the latest Marvel Cinematic Universe movie *Thor: Love and Thunder*.

Of the many movies produced by the Marvel Cinematic Universe, of course there are language variations appearance depending on the plot and background story of each movies.

This research is interesting because it will examine the occurrence of language variations that occur in a movie by using sociolinguistic approach. So this research is entitled An Analysis of Language Variation with data that will be examined in the movie *Thor: Love and Thunder*. Marvel Studios itself is one of the suppliers of the best-selling foreign movies in Indonesia, the top 4 bestselling foreign movies in Indonesia are entirely filled with movies made by Marvel Studios. The high number of Marvel Cinematic Universe (MCU) enthusiasts makes this research interesting to conduct to provide additional knowledge for MCU enthusiasts related to the understanding of existing language variations and use them to gain a deeper understanding.

Based on this background, research on language variations is very interesting to do, because this phenomenon often arises from the diversity of language use of each character in the movie. The more linguistic phenomena occur in a scope and ongoing interaction process, the more diversity of language use will be found.

1.2 Research Questions

Based on this background, this research is formulated into several problems, namely as follows:

1. What are types of language variations used in *Thor: Love and Thunder* movie script?
2. What are the factors behind the use of language variations in the speech of each character in *Thor: Love and Thunder* movie script?

1.3 The Objectives of the Study

Based on the background of the study, the objective of this research will be related and based on the research questions that have been discussed previously:

1. To describe the types of language variations used in *Thor: Love and Thunder* movie script.
2. To describe the factors behind the use of language variations in the speech of each character in *Thor: Love and Thunder* movie script.

1.4 The Significances of the Study

Based on the background above, the significances in this study both theoretical and practical benefits are expected to benefit the reader or future researchers, as follows:

1.4.1 Theoretical Significances

This research is expected to add to the literature and contribute ideas to the community related to the development of linguistics, especially in sociolinguistic studies related to the discussion of language variations.

1.4.2 Practical Significances

It is hoped that this research can provide broad insights for the public, especially all fans of movies produced by Marvel Studios, regarding language variations that occur in interactions or dialogues between characters in films because in the use of language in every place there must be variations in each language in a social interaction.

The author hopes that the results of this study will have a positive impact on the study of linguistics, especially sociolinguistics in discussing language variations, and be useful for researchers who will conduct future research.

1.5 Scope and Limitation of the Study

Based on the problem identification in the background, there are several problems that can be studied in depth. Limitation of the problem is needed in a study to avoid deviations from the discussion of the research topic.

The object that becomes the limitation of discussion in this research topic is about language variations which are more specific about the analysis of the types of language variations in every character in the movie script entitled *Thor: Love and Thunder* and several factors which is the background of the occurrence of language variation using language variation theory supposed by Pateda (1987), and factor of the language change theory by Mantiri (2015).