CHAPTER II

LITERATURE REVIEW

This chapter present a general concepts of language style, the style of language style, function of language style, the movie and the previous studies. This theory is used by the researcher to analysis the data from live chat using LINE an application of chatting. The researcher need this theory to evidence that this theory usually used in social media. To more close, the following section describes a theoretical framework used by the researcher.

2. Theoritical Framework

2.1 Sociolinguistics

Sociolinguistics is the study of the relationship between language and society, how language functions influence a community and people that reflects the social identity of the users. There are several possible relationships between language and society. One is that social structure may either influence or determine linguistic structure and behavior. A second possible relationship is directly opposed to the first: linguistic structure and behavior may either influence or determine social structure. A third possible relationship is that the influence is bi-directional: language and society may influence each other (Wardhaugh, 2005).

Trudgill (1974: 32) states that sociolinguistics is a part of linguistics which is concerned with language as a social and cultural phenomenon. The way people talk is determined by social context in which their speaking takes place. People select language which is suitable with the situation in which they are talking, who they are speaking to, and how close their relation with the hearers. By regarding these factors, people may convey their message in different ways or in different language varieties.

Hudson (1996, p. 4) has described the difference as follows: sociolinguistics is 'the study of language in relation to society,' whereas the sociology of language is 'the study of

society in relation to language.' In other words, in sociolinguistics we study language and society in order to find out as much as we can about what kind of thing language is, and in the sociology of language we reverse the direction of our interest. Using the alternative terms given above, Coulmas (1997, p. 2) says that 'micro-sociolingustics investigates how social structure influences the way people talk and how language varieties and patterns of use correlate with social attributes such as class, sex, and age

Sociolinguistics deals with explaining why people speak and write differently in different social contexts and with identifying the social function of language as well as describing the ways it is used to convey social meanings.

This research is intended to analyze the type of language used on the subject of the writer is the chat application "LINE"

2.2 Language Style

Language has a potentiality for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It is important to pay attention on certain aspect of language variation of styles of language to achieve successful and fluent communication. Keraf (1991:113) says that language style is a way to express the idea with special language that shows the writer's soul, spirit and concern (the use of vocabulary). Good language must have three elements, they are: honesty, respect, good manners, and the last is interest.

Missikova (2003:16) state that language style is a way of speech and/or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention and content of an utterance. While Renkema, (1993, p.97) claim that the word "style" is derived from Latin word stylus, the way in which means "pen". The form of letters is influenced by the way in which a pen is cut however, it is

possible to write the same letters with different pens; the letters only differ in their style, the language style means different why in communicating with other. So, the language style means different way in communicating with other.

2.2.1 Description of Five Language Styles

The analysis is focused on the context of situation, subject in chat based application(LINE). The researcher use the same of Sociolinguistic theory purposed Martin Joss claim (1976: 153-155) that which is discusses five style of language: frozen style, a formal style, a consultative style, a casual style, and intimate style the explanations of those styles as follows: Martin Joos differentiated five levels of formality in language use. They are:

2.2.1.1 Frozen

Also referred as static register. Printed unchanging language, such as biblical quotations, often contains archaisms. Examples are the Pledge of Allegiance of the United States of America and other "static" vocalizations that are recited in a ritualistic monotone. The wording is exactly the same every time it is spoken. Example: actually an independence is the right for every nation, and because of that the colonization in the earth has to be abolished because it doesn't conform with the humanity and justice

Example:

(1). Stated in the Introduction Fundamental constitution 1945. "sesungguhnya kemerdekaan itu adalah hak segala bangsa. Dan oleh sebab itu maka penjajahan di atas dunia harus dihapuskan karena tidak sesuai dengan prikemanusiaan dan prikeadilan" (actually an

independence is the right for every nation, and because of that the colonization in the earth has to be abolished because it doesn't conform with the humanity and justice). (Rosida, 2008)

(2) In another example: Visitors should make their way at once to the Upper floor by way of the staircase. The language used in a text that is read and re-read, that must stand intact that must address an audience of absolute strangers, that cannot depend upon

the speaker's intonation or the reader asking for clarification.

2.2.1.2 Formal

Formal style is generally used in a formal situation where there is the least amount or shared background knowledge and where communication is largely one way with little or no feedback from audience. However, it may be used in speaking to a single hearer, for example between strangers. (Rosida, 2008)

Then, this style usually combines maximum explicit utterances, and complexity of sentence. This style is used in a formal situation such as in graduation ceremony. Required when the group becomes too large to permit participation, and the speaker is uncertain how much the audience already knows or how they might react. Hence, the language must become more cohesive, more detached, and more carefully informative.

2.2.1.3 Consultative

Consultative style is generally employed in a semi-formal communication situation, such as between military of different rank, this style is one type of language, which is required by every speaker, since this style is the central point in the system because it is chiefly involved in language style. (Rosida, 2008)

Consultative style is a style that which used in semiformal communication situation. It is one type of language which is required from everyday speaker. It is usual form of speech in a small group. "Back-channel behavior" such as "uh huh", "I see", etc. Is common. Interruptions are allowed. Usually use for conversation between teacher and students, seller and customer, etc. Examples: tockbroker. Oh, goodness. Had to go to college to be a stockbroker, huh?

2.2.1.4 Casual

Casual style is a style that is used for the conversation in our relaxed or normal situation that is appropriate to the conversations with our friends or sometimes members of a family, such as outside the classroom, when the student have a chat. Example: Since when do you not like macaroni and cheese?

The background information so freely inserted into casual conversation. Positively, casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that the use of slang. This is a prime indication of in-group relationship. It is used only with insiders, and only members of the group assume it to known, for example, to teenagers or to some clique among adolescents.

Another characteristic feature of casual speech is the omissions of unstressed words, particularly at the beginning of sentences. There most involved are articles, pronouns, auxiliaries, and be. "Anybody home?", "Car broke down". "Got a match?", "Need help?". Such expressions are a highly diagnostic feature of the casual style; they will generally be interpreted as signaling informality. However, most speakers

are not aware either of the phenomenon or of its significances. That is, they do not know what is about an utterance that gives them the impression of informality. The example for this style is: "Don't get up!"

2.2.1.5 Intimate

Intimate style is a completely private language developed within families, lovers, and the closest friends. The intimate labels are : dear, darling, honey, and even mom, dad or other nicknames might be used in this situation. Example: Hey, baby. What happened?

Intimate style is also a completely private language developed within families, lovers, and the closest of friends. It might embarrass some for non-group members to hear them ingroup intimate language. The word that generally signal intimacy such as, "dear", "darling", and even "honey" or "hon" might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

Furthermore, intimate language is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social units. The example for this style is: "Hey darling, how are you?"

2.3 LINE

LINE is a free instant messaging application that can be used on various platforms such as smart phones, tablets, and computers. LINE is enabled by using the Internet network so that users can perform activities such as LINE send text messages, send pictures, videos, voice messages, and others. LINE is claimed as instant messaging applications -selling in 42 countries. It was developed by a

Japanese company called NHN Corporation . LINE was first released in June 2011 and is initially only available in iOS and Android systems, after the success of both systems LINE into the BlackBerry 's operating system. Then in 2012, NHN Corps. officially launching LINE applications that can be used on the Mac and Windows . LINE success as an instant messaging application looks of users reached 101 million in 230 countries around the world . LINE occupies position 1 in the free app category in 42 countries , including Japan , Taiwan , Spain , Russia , Hong Kong , Thailand , Singapore , Malaysia , Macau , Switzerland , Saudi Arabia , United Arab Emirates , and others . LINE will open an office in Indonesia officially in mid-2012 , and localization of app content Indonesia planned to be completed in 2013 .(Wikipedia.com)



2.5 Previous Study

Going together with this study, the researcher found some researches or projects that nearly similar but different in focus and certainly different in data research.

This thesis belongs to Nurul Adhalina(2011) entitled *The Difference Language Style* and Function Between Students and Teachers in Updating Their Status in Facebook Webpage. she also used the theory of language style from Martin Joos. The results that the authors obtain is that there are differences in language styles between students and Junior High School teachers in their status updates. Students use casual language, while the teacher

uses the style of formal language. We used the same theory but different objects and data field. The researcher do not use facebook as the land of data but use LINE as the data field and the object of the research is all adults not only students and teachers.

Second is Rahardian Rasydin (2016) with his thesis entitled *An Analysis of Language Style in "Fury" Movie.* he analyzes the data by using language style based on Martin Joos. The data is gotten from Fury movie. He found the data that have been analyzed from those conversation based on the movie, casual style is Casual language style is the most commonly used. We used the same theory from martin joos but the researcher used LINE chat based application and written text as the field of data. Rahardian used movie and speaking style as the field to collect and analyzed the data.

The last is thesis conducted by Dian Supriatin Ningsih (2015) entitled *Casual Language Style "Meteor" Newspaper Headline*. By using qualitative method, she only focus on casual language style by martin joos theory. She used that theory to identify any headlines that contain casual style. All headlines were chosen because it is suitable with the addressee. Different with Dian, the researcher uses LINE chat based application as the mass media not newspaper and the researcher used whole of Martin Joos theory of language not only casual style which is one of the theoretical language styles of Martin Joos.