

CHAPTER I

INTRODUCTION

This chapter presents the detail explanation about background of the research, research question, research objective, scope and limitation, significant of the research, and definition of key terms.

A. Background of the Study

Technology is rapidly evolving and significantly improving human survival. The Internet is one of the most significant technical achievements. In reality, many individuals nowadays cannot survive without access to the Internet. One of the advantages of the Internet is the simplicity with which information can be accessed and obtained from around the world. With this ease, long distance communication may be facilitated without the need to meet in person.

Communication is an essential component of human life, both verbal and nonverbal. Humans, being social beings, require social engagement, which can occur directly or through cyberspace, or what is commonly referred to as social media. The ease of engagement via social media is a beneficial result of technological and information advancements. Social media may also be utilized to facilitate engagement among students, instructors, and the general public in a variety of areas, including linguistics (Slim & Hafedh, 2019). One of the most major benefits of using social media is the online exchange of knowledge and information between diverse groups of individuals. It improves communication skills among individuals, particularly among students in educational

institutions. In today's world, engagement through social media may be readily done utilizing smartphones, tablets, laptops, desktops, and so on.

Language is a tool that all humans need in order to communicate with one another. Language can take the form of both writing and speaking. The spoken language is used for discussions, presentations, speeches, and other purposes. Language is written for many purposes, including articles, letters, magazines, and newspapers. They can be both official and casual, depending on the setting. Communication language output can take several forms, including those used to make requests, deliver information, entertain, and so on. People can interact and communicate with one another for any reason using language. People may share their thoughts through discussion, allowing for engagement and communication.

Language cannot be separated from society. Sociolinguistics refers to the study of language in relation to society. Socio implies social or linked to society, whereas linguistics refers to the science of language. According to Holmes (1992), sociolinguistics is the study of how language interacts with society. According to Fishman in Wardhaugh (2010), sociolinguistics should include "who speaks (or writes) what language (or what language variation) to whom, when, and for what purpose."

People communicate differently depending on the language they employ. Meyerohoff (2006) believes that a person's language style represents their personality, state of mind, and general health. Human circumstances can impact how individuals speak. Language types affect social relationships. It suggests that language has a considerable impact on how humans interpret

communication. Language styles impact a variety of aspects, including scenario, context, participants, and connection. Sociolinguistics is the study of language that is closely related to social conditions and how language is used within a social environment. This is strongly connected to language style, which refers to the distinctive way individuals or groups use language in particular contexts, reflecting their identity, attitudes, intentions, and social situations. According to Martin Joos (1967), language has five distinct styles. There are five styles: frozen, formal, informal, intimate, and consultative.

Language style plays a crucial role in delivering messages to others. The use of language style is influenced by several factors, such as the interlocutor, the topic being discussed, and the context or situation in which the conversation takes place. The choice of a particular language style in communication and in conveying ideas is determined by what are commonly referred to as social factors. One of the most significant social factors is the environment. In this context, environment includes aspects such as social stratification, age, gender, and social status. These factors shape how a speaker adjusts their language to suit the context and audience appropriately.

In addition, language style is also influenced by the cultural and societal background of a particular country, often referred to as the context of civilization. This includes norms, traditions, and values that exist within a society, which contribute to the way individuals express themselves through language. Based on the explanation above, it can be concluded that understanding language style is essential. Through the study of language style, individuals can learn how to communicate effectively and appropriately with

others. This understanding not only improves communication skills but also fosters awareness of the social and cultural dimensions of language use.

Social media is one approach to learn about and study different language styles. Watching movies is one approach to learn language styles. People prefer to watch movies in their spare time to relieve boredom. This might be a strategy for learning language style. There are countless movies that show different language styles. In this thesis, the researcher chose the *Raya and the Last Dragon* movie as the thesis object.

The *Raya and the Last Dragon* movie is about a world known as Kumandra, an Earth populated by an ancient civilization. This film follows the warrior princess Raya as she seeks the fabled last dragon to save her father and the land of Kumandra from the evil spirits known as Druun. She is Chief Benja's daughter and the princess of Kumandra's Heart Lands. She was a headstrong young woman who is mature and wisened for someone her age.

The *Raya and the Last Dragon* movie is appropriate for learning language style learning for students because of not only this movie uses English but also this movie is explores religious beliefs and practices that are closely related to the daily lives of people in Southeast Asia, including Indonesia. Many movies are used English in the language but the researcher chooses this movie not only because of that but also the content of the movie. This movie is great for students due to this movie about so that can motivate students and be openminded about acceptable to embrace differences and coexist peacefully with others, and also it conveys the message that it's always possible to make amends and do the right thing, regardless of past mistakes. In this movie there

are many various scenes dialog that the actors spoke based on the setting and whom actor speak with which those are the example of each type of language styles so this is the main reason why the researcher uses this movie as the object research.

To support this research, several previous studies related to a similar topic have been reviewed. The first study was conducted by Prihatin Puji Astuti et al. (2024), which examined the language styles used in the *Downton Abbey: A New Era* movie. The results showed that the most frequently used language style in the movie was the casual style. The second study, conducted by Desak Putu Ananda Cintya Dewi (2023), focused on analyzing the language styles found in the *Clouds* movie. The findings revealed that the casual and intimate styles were the most commonly used.

Furthermore, Rizka Aprilia et al. (2022) carried out a study on the language styles used in *The Ron Clark Story* movie. Similar to previous studies, they found that the casual style was the most dominant. In addition, Shofya Shadrina et al. (2023) conducted a study analyzing the language styles used in *The American President* movie, with a specific focus on the formal language style.

Although these previous studies share similarities with the current research in terms of analyzing language styles based on Martin Joos' theory (1967), this study has its own uniqueness. This research focuses on identifying and analyzing the five types of language styles frozen, formal, consultative, casual, and intimate in the *Raya and the Last Dragon* movie. This study is expected to contribute to the enrichment of knowledge, especially in the field

of literature and sociolinguistics. Additionally, this research aims to provide a deeper understanding of how language styles are applied in movies, and how these styles reflect social interaction and context.

Based on the explanation above, the researcher is interested in analysis the language style used in *Raya and the Last Dragon* movie. The researcher conducted the research entitled “**Language Style in Raya and the Last Dragon Movie: A Sociolinguistic Perspective**”.

B. Research Questions

Based on the background of the study, the researcher states the research question as follow:

1. What types of language style used in *Raya and the Last Dragon* movie?
2. What is the most dominant type of language style used in *Raya and the Last Dragon* movie?

C. Objective of the Study

Based on the research questions above, the researcher aims to find out:

1. To analyze the type of languages used in the *Raya and the Last Dragon* movie.
2. To identify the most dominant type language used in the *Raya and the Last Dragon* movie.

D. Scope and Limitation

This study is focused on analyse the language style that used in *Raya and the Last Dragon* movie, the most language used and its caused in term of sociolinguistics with Martin Joos Theory (1967), which discusses the five

language styles, encompassing: frozen style, formal style, casual style, consultative style, and intimate style.

E. Significance of the Study

This research is expected to be useful for:

1. Theoretically, the purpose of this research is to learn more about the language style employed in *Raya and the Last Dragon* movie and the results are expected to provide some significant contributions. However, the researcher expects that the learners will be fully aware of the way to apply a certain language style in other text.
2. Practically
 - a. For English teacher, this thesis can be guidance to enhance English teacher in understanding of language style. The teacher can also use *Raya and the Last Dragon* movie as a media to learn and teach English.
 - b. For students, students can clearly understand the language style and they can apply it in their life and also by watching this movie, the students can improve their English skills and increase the knowledge.
 - c. For further reference, the finding of this research is able to inspire for next researcher to find language style in other things.

F. Definition of Key Terms

To facilitate understanding of the title of this thesis, the researcher wants to explain the meaning of the terms:

1. Sociolinguistics

Sociolinguistics is the study of language in society. The term consists of two components: "socio," referring to social aspects, and "linguistics," which denotes the scientific study of language.

2. Language Style

Language style refers to the language that a certain group of people choose to use when they talk. Language style is studied using linguistic settings such as tone, word choice, sentence structure, and direct and indirect meaning.

3. The *Raya and the Last Dragon* Movie

The *Raya and the Last Dragon* movie tells about the the journey of Raya, the warrior princess, hunts down the mythical last dragon to save her father and the Kumandra region. This movie is directed by Don Hall and Carlos López Estrada also written by Qui Nguyen and Adele Lim. This movie was released on March 5, 2021, with a duration of 107 minutes.