

SOCIOLINGUISTICS ANALYSIS OF LANGUAGE STYLE IN “BEAUTY AND THE BEAST” MOVIE ANALISIS SOSIOLINGUISTIK TERHADAP GAYA BAHASA DALAM FILM "BEAUTY AND THE BEAST"

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Abstract

The research's title is Sociolinguistics Analysis of Language Style in “Beauty and the Beast” Movie. The method employed by the researcher was descriptive qualitative. The researcher employed Martin Joo's (1976) notion of language style, The researcher discovered that the film "Beauty and the Beast" featured 78 different language styles. which is divided into: Frozen style (7), Formal style (28), Consultative style (22), Casual style (7), Intimate style (14). In this case, Formal language style is the language style that appears the most in the film Beauty and the Beast 28 times.

Keywords: Language Style, Sociolinguistics, Movie, Beauty and the Beast

Introduction

Language is one of the most important things in our life, with language we can more easily interact with people, can transfer information and also people can express their ideas and emotions. It's important for people to understand the variety of languages and their styles to avoid misunderstanding. Language is also a communication system that includes gestures, art, clothing and music. Hornby states that (2000:721) language is the system of communication in speech and writing that is used by people of a particular country and the way of expressing ideas and feeling using movement, symbol and sound. The function of language is to know and understand other people's ideas and emotions.

The linguistics that studies the relationship between society and language is called Sociolinguistics. It looks at the use of language in social interactions, how it changes depending on social factors including class, gender, ethnicity, and age, and how it reflects and reinforces social norms and attitudes. According to Meyerhoff (2006: 1) “sociolinguistics is a very broad field, and it can be used to describe many different ways of studying language”.

According to Llamas (2007:95) “language style is the dimension of language where individual speakers have a choice”. It means people don't always use the same language consistently. In fact, as we move from one place to another, people constantly change their speech patterns. Language style is crucial for people to utilize while expressing their views, and it depends on who they are speaking with and where they are. According to Martin Joos (1976), There are five different language style categories that the

author bases her analysis on. They are the Frozen style, Formal style, Consultative style, Casual style, Intimate style.

1. Frozen Style

The most formal type among the 5 styles. According to Joos in Rahmi (2015: 10) When speaking in front of a large audience in public, oratorical style or frozen style is used. Many details must be considered such as careful word planning, intonation is somewhat exaggerated and there are also many who use rhetorical devices. The language used when speaking in front of a crowd or even in public is known as frozen style.

2. Formal Style

As the name suggests, formal style is formal language, but it is different from frozen style. Formal speeches and meetings usually use a formal style, while solemn occasions and ceremonial occasions usually use a frozen style. For example, state ceremonies, oath-taking procedures, codes of law, and notarial deeds.

3. Consultative Style

According to Joos states in Lailah (2015:12) the consultative style is employed in communications that are semi-formal in nature. That means consultative style can be used in group talks, everyday conversations at school, corporate interactions, dialogues in speech trades, and more.

4. Casual Style

Casual style is a normal language type. Casual style is usually used for daily communication or used in informal situations, for example when we are in a conversation with friends, family members. With a casual style people can comprehend and enjoy this circumstance with ease.

5. Intimate Style

As the name intimate means that the language used in intimate style is a private language that is usually used when we are talking with the people closest to us, such as family, lovers, close friends and others. According to Joos in Adhalina (2011:13) It is a communication style used by close friends or family members who do not require a full language with precise articulation. In addition, quick, nonverbal communication, and confidential code features are attributes of intimate language.

One way to understand language styles is by watching movies. People watch movies usually just because of the actors or are interested in the story. However, they don't pay attention to the pronunciation and don't know how the actors manage the conversation in the movie. Even though there are a lot of discussions about language styles in the movie. This thesis will discuss the analysis of language style in "the beauty and the beast" movie. This movie tells about a rich merchant who had several daughters, and the most beautiful one was named Beauty. One day the merchant took a rose that belonged to the Beast, to give to Beauty. But because Beast caught him, the merchant was arrested by Beast.

Methods

The research data was identified by using Martin Joo's theory (1976) to analyze the following types of language style. Acquire the data, the researcher used movies, as this is a qualitative study and systematically examined textual evidence to verify conclusions about the types of language styles used. The data for this research comes from the movie "Beauty and The Beast" directed by Bill Condon. As the data source for this study, the researcher collected the utterances spoken by the movie characters. There are several steps taken to collect data as follows, watching the movie, basing the sentences included in the types of language styles based on the movie "Beauty and the Beast". After collecting the data, the author analyzed the data with the following steps: first, classification and identification by using the data transcript table based on language styles, second, coding the data sequentially based on the classification, third, calculating the overall frequency of all language styles in the movie "Beauty and The Beast", and the last is interpreting the findings and categorizing the data.

Result and Discussion

Following the data's analysis using Martin Joos's (1967) hypothesis, the investigator discovered a language style from the Disney film "Beauty and the Beast."

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NO Language Style Type Frequency

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1	Frozen Style	7
2	Formal Style	28
3	Consultative Style	22
4	Casual Style	7
5	Intimate Style	14
	Total Data	78

1. Frozen Style

This scenario is set at the palace during a conversation between the Prince Beast and the servant. The servant : "Master, it's time."

(01:01)

The word master in the conversation is included in the formal situation. because in this case the servant is calling his master, the Prince of Beasts, and where the prince has a higher degree. therefore it can be concluded that the frozen style used in the conversation. In addition, the servant uttered the word very formally and respectfully towards his master.

2. Formal Style

This scene occurs when the beast opens the prison for Belle to hug her father.

Princess Belle: "I should have been with you."

Belle's father: "oh, no, no, Belle listen to me."

(30:42 - 30:45)

The word should have is a formal style word, this is shown because it is in a serious situation and it is one of the characteristics of a formal language style when talking to a respected person or an older person.

3. Consultative Style

This scene occurs when the teapot is being poured with tea by the stove to give to princess Belle.

Stove: "Heads up, Mrs. potts."

Teapot: "Oh."

(42:43 - 42:44)

The word above is included in the consultative style because it shows that two people are talking, one is speaking and the other is giving a short response.

4. Casual Style

This scene occurs when Belle's father enters the prince's palace and the candle and clock are talking.

Candle: "He must have gotten lost in the forest."

Clock: "shut up, you fool."

(22:45 - 22:50)

In this situation, the speech spoken by the clock is casual style. This can be determined by looking at the phrasal terms used in the speech, as persons in close relationships are typically familiar with these kinds of words. In addition, the utterance may be a natural thing to talk about with people who are close to them.

5. Intimate Style

This scene happened after the beast prince was shot by gaston and all the servants in the prince's palace became unable to speak anymore.

Princess Belle: "Come back, please don't leave me, I love you."

(01:52:13 - 01:52:19)

Based on the information provided above, it can be said that this belongs in the intimate style category. This can be seen in the phrase "I love you," which is frequently used in private discourse between close relations. Princess Belle tells Prince Beast how she feels in this instance. The I love you remark was spoken in a comforting tone, indicating Princess Belle's desire to stay with Prince Beast.

Conclusion

Based on the results that the researchers have obtained, it can be concluded that the researchers examined the language style of the film Beauty and the beast using Martin Joo's theory (1976), namely Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. From the data that has been studied, researchers found 78 language styles from the film Beauty and the Beast which are

divided into: Frozen Style (7), Formal Style (28), Consultative Style (22), Casual Style (7), Intimate Style (14), and Formal language style is the language style that appears the most in the film *Beauty and the Beast* 28 times.

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