

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a system of communication that used by individual. The use of language of each individual is different. According to Holmes (2013), there are several factors that can influence the use of language of each individual such as the age of the individual, the social status of the individual, and the gender of individual. Since language is influenced by those several factors, there are always some different language features between one group and other groups such as language features between older speakers and younger speakers, language features between high-class people and low-class people, and language features between women and men. The differences of language features between women and men put disadvantage to women as they perceived inferiority to men due to gender inequalities, because women have been viewed as different and unique sets of people (Merchant 2012).

There are some social dialectologists argued that women were status-conscious, and that influenced their use of standard speech forms. However, Lakoff (1975), an American linguist, argued that women were using language which reinforced their subordinate status. Women were ‘colluding in their own subordination’ by the way they spoke (Holmes 2013, 301). The differences between the language of women and men are usually analyzed in the field of sociolinguistics because language and gender is part of social aspects. The use of language between

men and women can be different because in society, men were automatically seen as at the heart of society while women were seen peripheral or even invisible (Coates 2013). The different position between men and women in society may also influence their language, that is why this study analyzed the field of sociolinguistics.

The phenomenon of language and gender can be found in society such as in office, in school and in government. The phenomenon can also be found through a movie. A movie is a recording of moving graphics, pictures, and texts that tells a story, and people can watch on cinema or television. Sometimes, the storyline of a movie reflects and represents the condition and the situation in society. Movie is a medium that is essential for raising concerns about the relationship between reality and what is represented (Jha 2014). The Walt Disney Company, commonly known as Disney, is one of mass media and entertainment companies in America. Disney produces many movies with different genre, and movies about princess are very popular. Disney has several princess characters known as Disney Princess. Disney Princess brings some influences in society especially about women's attitude. The Walt Disney Corporation contributes for constructing the ideal femininity of the audiences (Stover 2013). Many people around the world like Disney Princess movies, some people even make Disney Princesses as their role model. That phenomena may influence the audiences' mind by making them believe that Disney Princesses are perfect characters that the language produced by Disney Princesses, the dress wore by Disney Princesses, and the attitude of Disney Princesses should be imitated.

In May 2019, Disney released a new movie in Indonesia entitled *Aladdin*. *Aladdin* (2019) is a live-action adaptation of Disney's 1992 animated film of *Aladdin* (1992) which is one of Disney Princess movies, and the movie is the newest live-action adaptation of Disney animation movies. The movie is about a street-urchin, Aladdin, who lived in Agrabah. One day, he met Princess Jasmine, the daughter of the Sultan of Agrabah, and fell in love with her. He tried his best to get Princess Jasmine. Then, he met a male genie, the genie would grant three wishes from his master, and Aladdin was his master. So, Aladdin used the power of genie to help him to be closer to Princess Jasmine. However, there were many obstacles that he needed to handle. The most difficult obstacle came from Jafar, the consultant of Sultan of Agrabah.

Princess Jasmine was a well-educated and strong independent woman. She had a dream to become the Sultan of Agrabah. She wanted to take care of her people with love and kindness, but her father did not allow her to become Sultan because there was a rule where a Queen may not rule the kingdom. Her father asked her to marry Prince and made him to rule Agrabah. Hereinafter, since Princess Jasmine wanted to break the rule where a woman was not allowed to rule a country, there is an assumption that her language is different from other Disney Princesses. Her language can be more like men's language. Princess Jasmine had a handmaiden named Dalia. Dalia was a very kind woman, she always listened Princess Jasmine's story and obeyed the Sultan of Agrabah and Princess Jasmine. She was different from Princess Jasmine, in term not only in the social status but also in the individual characteristics.

Aladdin (2019) produced by Disney got many appreciations. The story line, the CGI (Computer-Generated Imagery), the acting from the actors, the actresses and the songs are very good. However, what caught the writer's attention the most is the relationship between Jasmine and Dalia. They had different social status, Jasmine was a princess and Dalia was a handmaiden but they were good friends. Even though, Jasmine and Dalia had different background such as the social status and the individual characteristics, and sometimes they debated about something, they were still good friends. The writer assumed that Jasmine and Dalia have typical women's linguistic features because they have different background. The language performed by Jasmine and Dalia is very interesting to be analyzed.

From the previous reason, the writer chose *Aladdin* (2019) as the source of data of this study because the movie has two female characters with different social status and different individual characteristics. They are Jasmine and Dalia. Jasmine was the Princess of Agrabah while Dalia was her handmaiden. If Jasmine was a strong independent women, Dalia was the opposite. She always followed the rules and agreed with the Sultan's decisions. This study would focus on Jasmine and Dalia, they are selected as the subjects of the research because the writer would like to know the linguistic features of women used by two female characters who have different social status and different individual characteristics. The writer chose Jasmine to be the subject of this study is because her role can represent people from higher social status, and also represent people who are brave to speak up and fight for her right and other people's right. The writer also chose Dalia to be the subject of this study is because her role can represent people from lower social status, and

also represent people who preferred to follow and obey other people's rather than fight for her right. In order to reveal the linguistic features of women, this research would apply a theory of linguistic features of women proposed by Coates.

According to Coates (2013), women and men develop different communicative competence. In other words, women's and men's behaviour in conversation suggests that they have a different understanding. For example, the way women use a compliment and an apology are different from the way men use a compliment and an apology. That kind of differences have led some researchers to talk about different women and men 'styles' in conversation. Coates is one of those researchers. She tried to find the differences between women's and men's language. Then, she categorized women's linguistic features into seven categories. Those are minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments.

There are some studies that are related to this study. Broadbridge (2003) explained about the differences between men's and women's speech in his study entitled *An Investigation into Differences between Women's and Men's Speech*. Xia (2013) also explained about the differences between men's and women's language in her study entitled *Gender Differences in Using Language*. She also explained three factors that may affect the use of language.

Kusumawardah (2017) explained about linguistic features of women in *The Devil Wears Prada* Movie. She also explained the functions of the linguistic features. She analyzed two female characters, female employer and female employee using Lakoff's theory (1975). Subyantari (2018) explained about linguistic features of

women in Disney animated movie: *Brave* (2012). She analyzed the data using Lakoff's theory (1975). She only focused on one female character named Merida.

Seeing from the information above, the gap between this study and the previous ones is the writer would like to analyze two female characters using women's linguistic features. In this matter, the writer would use Coates's theory. The two female characters are Jasmine and Dalia, and they had different social status and different individual characteristics. Jasmine was the Princess of Agrabah. She was a kind, well-educated, and strong independent woman. Dalia was the handmaiden of Princess Jasmine. She was also a kind woman like Princess Jasmine, but she was more dependent than Princess Jasmine. She was a very obedient woman.

The reason why the writer chose Coates's theory was to adapt to women's language in this era because language including women's language may change all the time. Since *Aladdin* live-action version was a movie released in 2019, the writer considered Coates's theory published in 2013 is probably more applicable.

1.2 Statements of the Problem

This study concerns with women's linguistic features and according to the background of the study, the writer formulated the following research questions:

1. What are the women's linguistic features performed by Jasmine and Dalia in *Aladdin* (2019)?
2. What are the women's linguistic features which mostly performed by Jasmine and Dalia in *Aladdin* (2019)?

1.3 Objectives of the Study

In line with the statements of the problem above, the objectives of the study can be explained as the following:

1. To find out the women's linguistic features performed by Jasmine and Dalia in *Aladdin* (2019)
2. To identify the most women's linguistic features performed by Jasmine and Dalia in *Aladdin* (2019)

1.4 Significance of the Study

This study is expected to give both theoretical and practical contributions to academic purposes especially in the major related to language and gender. Theoretically, this study is expected to give the readers more information and knowledge about language and gender especially women's language. Moreover, the result of this study is expected to be used as a reference for those who are interested in investigating this topic further. The readers will not only understand more about women's linguistic features but they can also conduct similar studies with using interesting objects. Practically, this study can contribute knowledge in the field of sociolinguistics. Besides this study explained about social status that may affect the speakers' language as well as individual characteristics.

1.5 Definition of Key Terms

1. Language and Gender : The study of the relation between gender and the use of language that involves a discussion of gender and

- the resource of the linguistic system
(Eckert and McConnell-Ginet 2003)
2. Women's Language : The language that is used by women, and the language that describes women (Lakoff 1975)
 3. Women's Linguistic Features : Features which include minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments (Coates 2013)
 4. Aladdin (2019) : An American musical fantasy film produced by Walt Disney Pictures and directed by Guy Ritchie.