

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

People tend to have different way of speaking according to the circumstance, gender, social class, education, and identity (Baha 2014). The place where they are having a conversation can influence their style of language. People might use a different style of language when they are in their home and workplace. The person who they are talking to also influences the way of speaking. Some people would adjust their language choice to avoid misunderstanding. However, sometimes people not using style appropriately according to the situation. For example, in *Crazy Rich Asian* movie, people sometimes speak casually to the person who is older and has distant relationship. Further, the language style in *Crazy Rich Asian* movie will be explored in this study.

Holmes (2013) refers style to the variation of language which is influenced by the changes of topic, setting, and addressee or situational factors. Style is often related to the level of formality, such as from formal to casual. Joos (1967) also states that that there are levels of formality according to the situation. He proposed the idea of five language style that are frozen, formal, consultative, casual, and intimate. Basically, speech styles can be distinguished by the use of formal and informal language (Pardede and Kisno 2012). Formal language is usually used in formal situations such as in official speech and business meetings or institution meetings. Meanwhile, informal language is used in casual situation such as in a conversation between friends and close family members.

Different styles are possible to be used according to the addressee, which includes age and social background, and context (Holmes 2013). The age of addressee as the influence of language style can be seen when adults talk to children. And then the social background of the addressee as the influence of language style can be seen when two people from different background talk differently.

In the present study, *Crazy Rich Asians* is chosen because there is social background issue that may relate to the language style. This romantic comedy movie talks about Rachel Chu, an American-born Chinese woman that has a relationship with Nick Young, a man from the high society in Singapore. Their relationship was opposed by Nick's family as they have different backgrounds. Nick Young's family is from the high class as they are one of the wealthiest family in Asia. Meanwhile, Rachel Chu is from the different class to Nick Young as she is a commoner. Even though they are both Chinese, Rachel Chu is more American than Nick Young's family is. The Young family still follows the old culture of Asian so that they could not accept her.

According to Coupland (2007), variationist sociolinguistics concerns with the correlation of speech style and social situation. This is the area that describes how speakers speaking differently in different situation. According to Joos (1967), a speaker can shift to another style even within a sentence, such as from casual to intimate style. So, there is no limitation to use a single style for one occasion.

In conversations, speakers could choose whether they use the same or different style when they are talking with the addressee. Based on the

accommodation theory of Holmes (2013), this is to show the social distance between them. She states that when the speakers want to reduce their social distance, they would converge their speech or fit the language style with the addressee. Meanwhile, a speaker would choose a different language style or diverge their speech when they want to increase their social distance. Holmes (2013) adds that there have been accommodation problems that happened since the speaker and the listener might come from different background. They might have different way to pronounce words that can lead to misunderstanding.

Some studies have been conducted in investigating language style in movies. The study of language style in a movie titled *500 Days of Summer* is conducted by Hamdany and Damanhuri (2017). The researchers took the data from the conversation that took place in the workplace. From their study, it is found that people in the workplace use formal, consultative, casual, and intimate style. Tololiu, Sudipa and Dewi (2017) also analyzed language styles in a movie titled *Ella Enchanted*. Using Holmes's theory, they found that 11 conversations are in standard language and 16 conversations are in vernacular language. They also found four factors that influence the language style such as participant, setting, topic, and function.

There are also studies of language style in other objects. Sukriana (2015) analyzed the language style used by Oprah Winfrey and Ellen DeGeneres in Oprah Winfrey Show Exclusive "O Magazine Cover". In this study, the researcher applied different theories between the two speakers. Using the theory from Martin Joss she found that Oprah Winfrey used formal, casual and intimate. While using Chaika's

theory, Ellen DeGeneres used serious, ironic, and humor style. Rismayanti (2018), using Tannen's theory, compares the language style of four males and four females at Washington Women's March. She found that in their speech, females tend to use intimate language to look for support while males tend to use directives to show his status. A language style used in service encounter is analyzed by Choi, Liu, and Mattila (2019). They found that literal and figurative language style could influence the service encounter evaluation.

This present study aims to find out the language styles of Rachel Chu and Nick Young, the main characters, in the movie of *Crazy Rich Asians* by using Holmes's theory. These two characters are chosen because they are a couple that come from different background that may relate to their way of speaking to others. Holmes (2013) states that features of contextual style and social class interact and that low social group frequently spoke using casual speech. By using social factors and social dimensions theory, this study also aims to discover the factors that influence their language styles. Thus, while the previous studies analyzed language style in limited context, such as in a talk show, or in a workplace only, the present study examined language styles usage in various contexts.

## **1.2 Statement of the Problems**

According to the explanation in the background of the study, the following research questions were formulated for the present study:

1. What are the language styles used by Rachel Chu and Nick Young in *Crazy Rich Asians* movie?

2. What are the factors that influence the language style of Rachel Chu and Nick Young in *Crazy Rich Asians* movie?

### **1.3 Objectives of the Study**

In line with the statement of the problems, this study aims to achieve the following objectives:

1. To describe the language style used by Rachel Chu and Nick Young in *Crazy Rich Asian* movie.
2. To describe the factors that influence the language style of Rachel Chu and Nick Young in *Crazy Rich Asian* movie.

### **1.4 Significance of the Study**

Theoretically, this study is expected to contribute to sociolinguistics field by increase the knowledge of the readers about language style. This study is expected to provide information on the factors that may influence the chosen language styles in a movie. Practically, this study is expected to give information about the interaction of social status and style, therefore people could find out others' background by paying attention to their language style. And finally, this study is expected to be the reference for further research regarding the language style.

### **1.5 Scope and Limitation**

The focus of this study is on the language style in sociolinguistics field. The language style theory proposed by Holmes (2013) will be used in this study. This study will explore the language styles used by the two major characters only in *Crazy Rich Asians* movie. Further, the data of the language style will be taken from

the transcription of the conversations between the two characters that are in English. Conversations in Cantonese will not be taken as the data because the language styles may be different to those in English.

### **1.6 Definitions of Key Terms**

Language Style	: The language form used by the speaker according to the situation and formality degree (Joos 1967).
<i>Crazy Rich Asians</i> Movie	: A romantic comedy movie that talks about Rachel Chu who went to Singapore to meet up with Nick Young's family (Crazy Rich Asian (2018) n.d.).
Social factors	: The factors that influence the linguistic choices, including participants, setting, topic, and function (Holmes, An Introduction to Sociolinguistics 2013)
Social dimensions	: The dimensions for analysis which have relation with the social factors, such as social distance scale, status scale, formality scale, and two functional scales (Holmes 2013).