CHAPTER I
INTRODUCTION

This chapter is divided into Research Background, Research Problem, Research Objectives, Research significance, Scope and limitation and the definition of keyterms.

1.1 Research Background

Language style is a part of human life. According to Coulpand (2007), language style is a language which is used by people that adjust their speech to the listener depending on the social setting. It can be concluded that language style is about who is the speaker and the listener status when they use a language in a current purpose in the certain social situation.

Every person can create and use their own styles in their communication. According to Rickford (2001), style is a part of language variation that has a wider capacity for speaking. As a part of a language, style has an important role both in spoken or written context of communication. In a society, each person has a different way to precise their speech based on the setting of speaking. All in all, style leads to the manner of how people speak.

Wardaugh (2006) suggests that we are able to speak formally or informally, our style being governed by circumstance. It means that each person has different style once they speak in the different situation and condition in social life. Most people in the world are using their own style to communicate and express their feeling when they talk with friends or people older than them. They need to know how to create a good language style in every different situation. Furthermore,
Mesthrie (2002) divides language style into five types which is varied on a scale of formality from least to most formal, namely: frozen, consultative, formal, casual and intimate style. The aim of styles are assisting the speaker to understand the manner of communication in every different situation, participants and place.

The phenomenon of language style can happen within the different situation where spoken language takes place and the language is employed. The variations of language style can be different depends on the situation and drawback that may be appeared, such as the variations of language style utilized in film who converse with another, such as in “Dilan 1990”, a film in 2018. Dilan 1990 is the title of romantic Indonesian film in 2018. The story of this film was enjoyed by many people whether young or old. The film is released based on the novel Dilanku 1990 by PidiBaiq. In the Dilan 1990 film, there is one of the characters that have a unique language style that utterances by Dilan character. The way Dilan speaks to his close friend is different from another.

There were some studies related to Language Style, such as Ariffudin (2010), Nadia (2011), and Mastyaaglia (2015). Ariffudin (2010) conducted a research about language style on opinion rubric in the Jakarta Post Newspaper. The research findings showed that, there were eleven kinds of language style in rhetorical and figurative language style.

The second previous research was conducted by Nadia (2011) which dealt with language style used by the main characters of The Sisterhood of Traveling Pants 2. The findings showed the use of informal speech (casual style) between the teenagers that required simple words and various new vocabularies.
The last previous research was conducted by Mastyaglia (2015) which dealt with language style used by magician in “Now You See Me Movie”. The result of the research was showing that there were three kinds of language style; formal style, consultative style, and casual style.

The kinds of language style can be indicated by every people or individual when an individual performs during a speech and uses different kinds of style based on the certain situation, function, and norm of social context. Based on the descriptions above, the researcher is interested to employ “Dilan 1990” film as an object of the research.

1.2 Research Problems

Based on the background, the research problems in this research are formulated as:

1. What are the kinds of Language Style used by the Main Character in “Dilan 1990 (2018)” Film?
2. What is the most dominant Language Style used by Main Character in “Dilan 1990 (2018)” Film?

1.3 Research Purposes

The research purposes in this research are:

1. To identify the language style used by Main Character in “Dilan 1990 (2018)” film.
2. To find out the most dominant language style used by Main Character in “Dilan 1990 (2018)” film.

1.4 Research Significance
This significance of this research is explained in terms of theoretical and practical consideration. Theoretically, it is expected to provide a valuable contribution to the research of Sociolinguistic in teaching and learning.

Practically, the research is expected to help the people in applying language style depend on the settings when they make a conversation or dialogue with the others people. The researcher hopes this research will be useful for the further researcher in order to conduct another research about language style.

1.5 Scope and Limitation

The researcher focuses on language style used by Dilan as the main character in “Dilan 1990” film. In specific, the limitation of the research focused on the analysis of language style in accordance to Martin Joos (1976) which is divided into Frozen, Consultative, Formal, Casual, and Intimate Style.

1.6 Definition of KeyTerms

1. **Language Style**: Language is used by people depend on the social status, setting that there is variation.

2. **Main Character**: A very important figure in making roles in the literature (Mastaglia, 2015). Besides, the main character is someone who often appears in every scene around 80% from 100% in a film

3. **Dilan 1990**: An Indonesia romantic film based on the novel “Dilanku 1990” by PidiBaiq. Dilan 1990 is a special linguistic case, when the main character, Dilan, has performed a specific style of language “Milea, Aku sebelum mencintaimu, nggak tau kalo sore tunggu aja”