



BUDDHI DHARMA UNIVERSITY

**AN ANALYSIS OF LANGUAGE STYLES USED BY THE
MAIN CHARACTERS IN THE DIALOGUES IN *BUSINESS
PROPOSAL* SERIES**

**Presented as a partial fulfillment of the requirement for the Undergraduate
Program**

By:

Sherina

20180600020

ENGLISH DEPARTMENT

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

TANGERANG

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FINAL PROJECT APPROVAL

Final Project Title : An Analysis of Language Styles used by The Main Characters in the dialogues in “Business Proposal” Series.

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Faculty : Social Science and Humanities

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The Final Project has been approved on August 29, 2022

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Tangerang, August 29, 2022

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THE BOARD OF EXAMINERS

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This thesis has been examined by the Board of the Examiners on August 29, 2022

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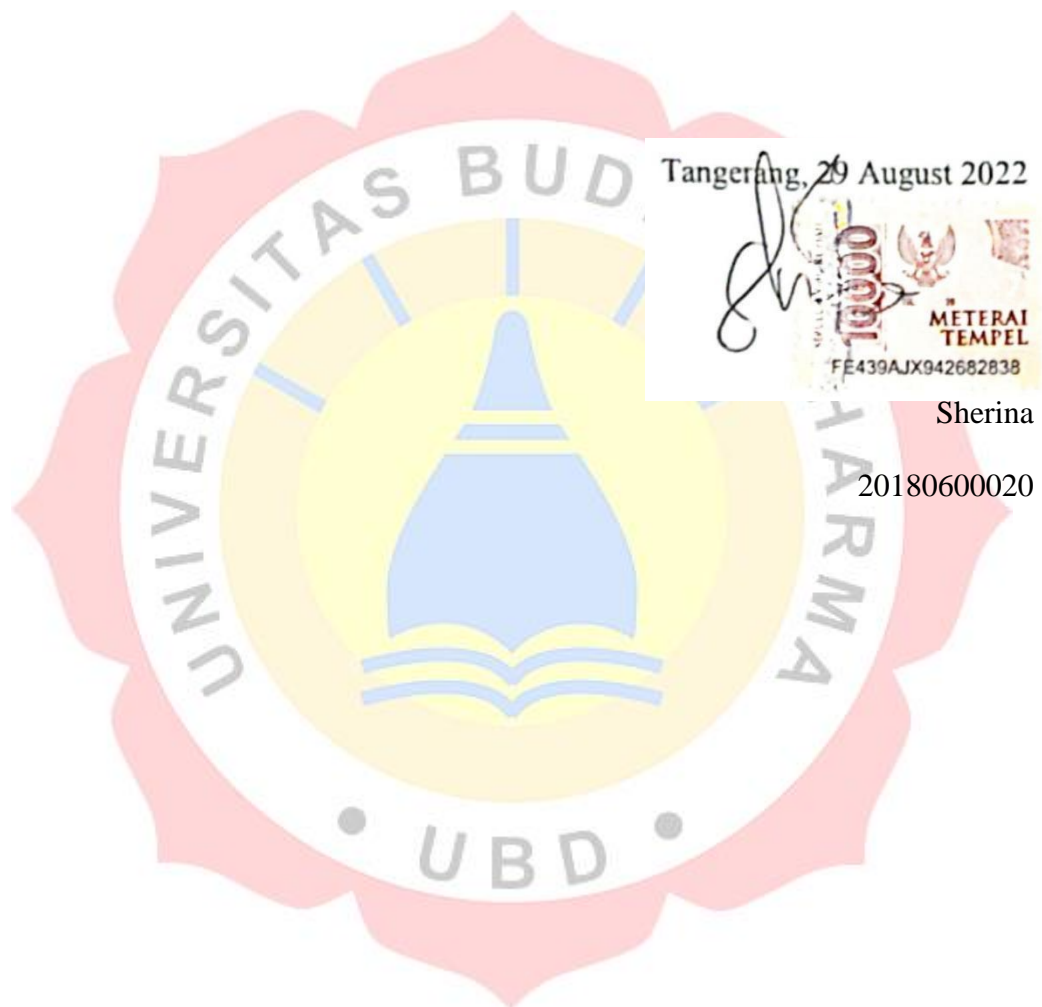
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STATEMENT OF FINAL PROJECT AUTHENTICITY

I declare that this final project is my own writing. It is true and correct that I do not take any scholarly ideas or work from others. That all cited works were quoted in accordance with ethical code of academic writing.



Sherina

20180600020

ACKNOWLEDGEMENTS

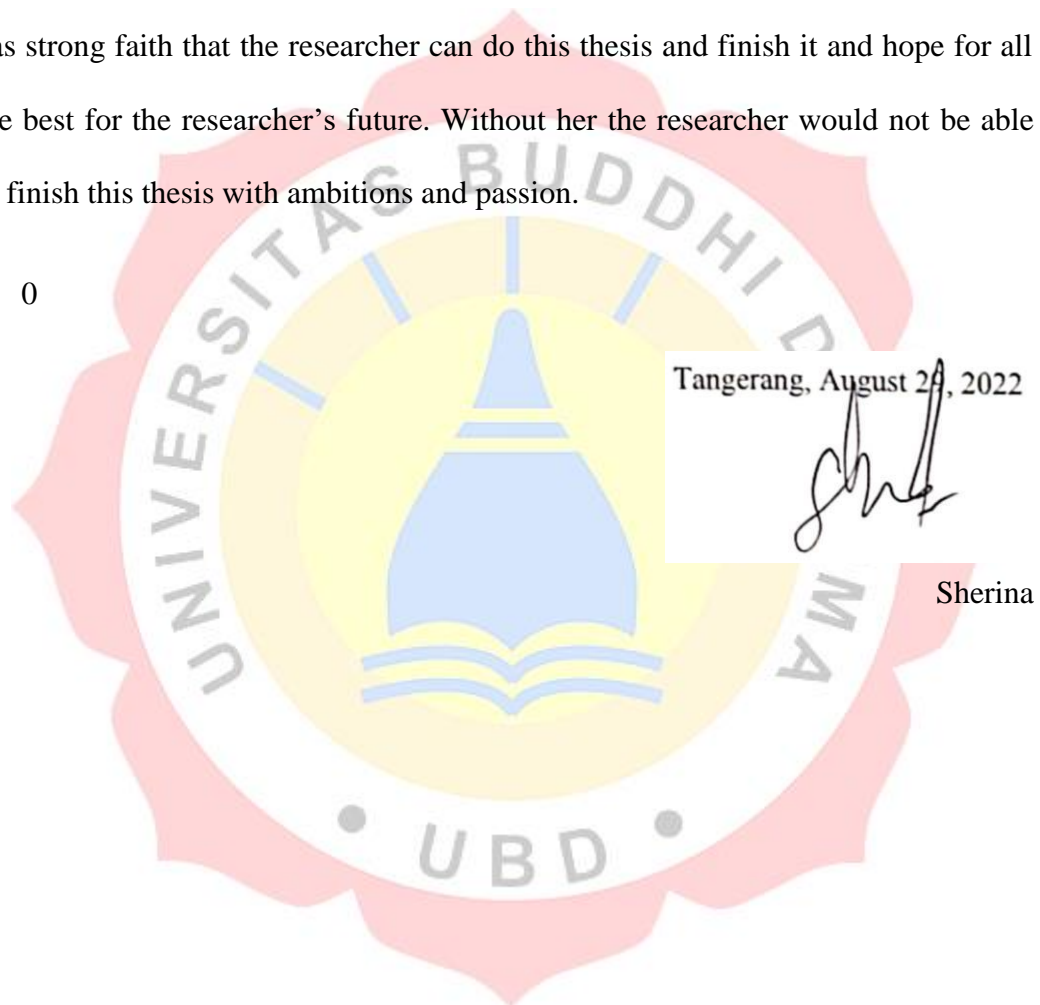
The researcher would like to express her gratitude to God for the abundant kindness and bless, which allows the researcher to finish the thesis with the title: An analysis of language styles used by the main characters in the dialogues in “Business Proposal” series. The researcher acknowledges that the structure and substance of this thesis still have wide room for a lot of improvement because the researcher's limited knowledge, and experience. Therefore in completing this thesis, the researcher needs a lot of motivations, supports, and knowledge by many people. As a result, please accept the researcher’s warmest appreciation to:

To Dr. Limajatini, S.E., M.M., B.K.P. as Rector of Buddhi Dharma University Tangerang. To Dr. Lilie Suratminto, M.A., as Dean of the Faculty of Social sciences and Humanities, and as a good examiners for this thesis. Next the researcher really thankful to Miss Riris M. Paulina Simamora, S.Pd., M.Hum., as Chair of the English Department, Faculty of Social sciences and Humanities, also as the researcher's supervisor of this thesis. She has guided, supported, and gave a lot of her time, knowledge and good advice so the researcher could finish this final project on time. Not forget to mention all of the lecturers and all staff members of Social Sciences and Humanities Faculty in Buddhi Dharma University, who have given a lot of information and guided the researcher patiently with the knowledge for 4 years.

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Tangerang, August 29, 2022

Sherina

ABSTRACT

Language and society have been connected since the first existence of the two. Society is heavily involved in studying how language evolves. The way humans speak and communicate in society depends on the rules of the norm and culture in that society itself. Because of the rules, some levels and situations make us speak differently. Language styles emerge as one of the sociolinguistics subfields that focus on the way people speak based on the formality scale of the social life that people have. This research, entitled "An Analysis of Language Styles used by the main characters in the dialogues in the "Business Proposal" series", is a thesis that aims to show the difference in language styles using Martin Joos's (1967) theory from his book "The Five Clocks" as well as the social factors theory by Janet Holmes (2013) that influence the usage of language styles. The method used in this thesis is a qualitative method, and the data source is a series from South Korea with the title "Business Proposal." The researcher has found that there are 144 dialogues in 10 episodes of the series that consist of 0 dialogues in frozen style, 3 dialogues in formal style, 80 dialogues in consultative style, 55 dialogues in casual style, and 6 dialogues in intimate style. After that, to conclude this research, the researcher discovers that the usage of language styles by the main characters is caused by social factors such as participants' age and position, settings of home and office, jokes and serious topics, and functions in sharing information and asking something.

Key Words: *Language styles, Social Factors, Business Proposal*

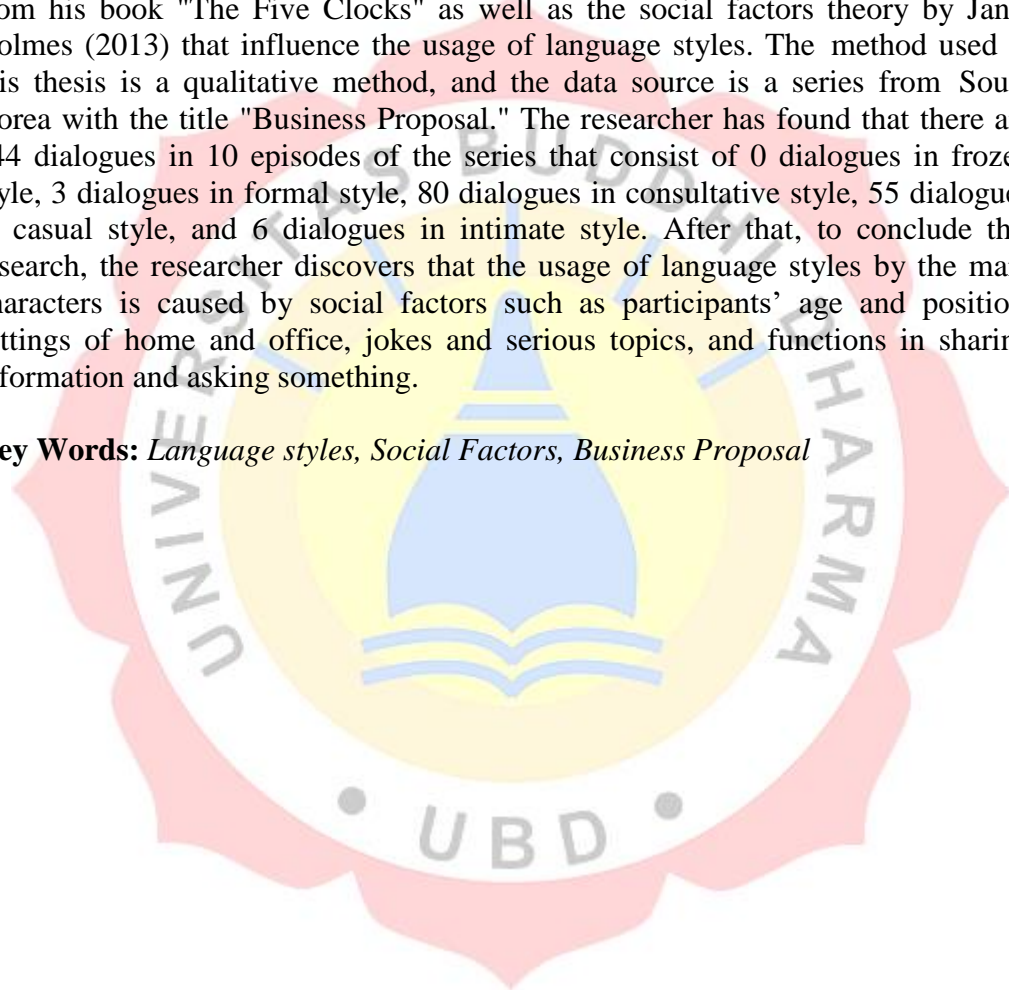
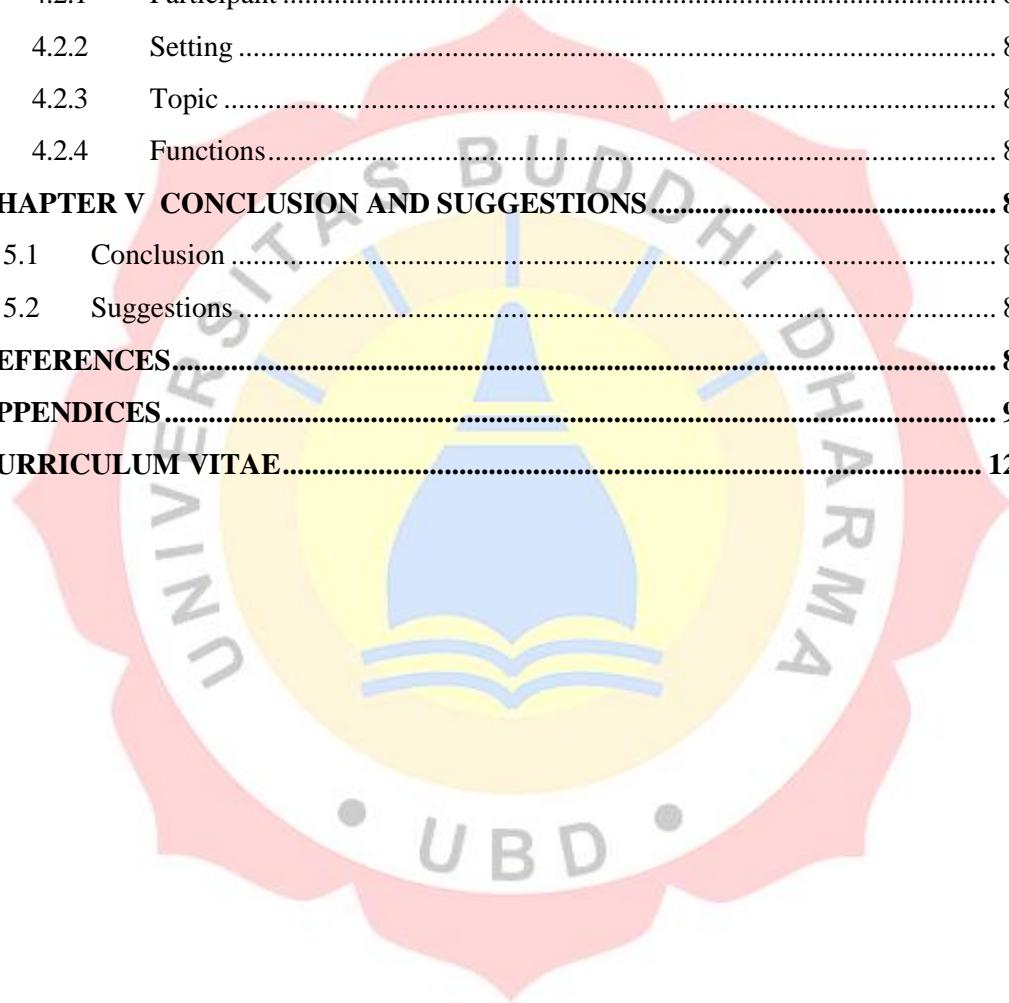


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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Humans live in society and connect to each other. Interactions are a must for humans and therefore communication is a basic thing humans do in their daily life. Sapir (1921: 8) said that Language is a fundamentally human thing and a non-instinctive way of conveying thoughts, feelings, and desires through a system of intentionally generated symbols. For each human to have the same connection and understanding with each other while communicating, language is needed as the mediator or the key to successful communication.

Language and society have been connected since the first existential of the two. To study how language evolves, society is heavily involved. The way we speak and communicate depends on the rules of the norm and culture in the society itself. Because of the rules, some situations make us speak differently. Because of that we always modify the way we speak according to the different situations we are in. For example, how we speak with our lecturer on the campus and speak with our parents at home is different because the place of the setting between campus and home is different

Sociolinguistics exists as a field known for analyzing how language and society work together. Sociolinguistics is derived from *socio* which is a compound word that is related to social and society, meanwhile, *linguistics* means the field that focus on language science. Hudson (1996) stated that sociolinguistics is one

of the linguistics subfields that study language and its connection to society. Fishman in Wardhaugh (2010: 16) added that sociolinguistics is not simply just a study of language and society but also examines the speaker, in what language and the variation, to whom they speak, when, and what goal of the conversation. All of that could be the factors in how people speak differently.

This leads to how languages have styles. Language styles is how people have choices and alternatives in the way they use the language. Ducrot and Todorov (1993: 44) say that language styles is the method of conveying the same information by employing multiple expressions and associated diverse versions of the language that are employed in various situations and demands. Language styles exist for people to have a better way of speaking with other people and will give a different variation on how the message will transfer to other people depending on the level and rules of what applies in the situations.

Meyerhoff (2006: 7) explains the different contexts and situations that created by humans can make a distinct human language styles. Thus people need to have consciousness about the surrounding before they choose the language styles because language styles can be a tool for people to express their ideas. Martin Joos (1967 :6) states that stylistics have to be considered in order to justify selections from among grammatically comparable forms. He then proposed five different styles with different characters each from his book “the five clocks”. These five styles are namely frozen style, formal style, consultative style, casual style, and lastly intimate style. It is a purely technical and descriptive viewpoint, in which the value of the five styles lies in their helpful classification and accurate description of the situations in which people communicate, as well as in

connecting each of these with certain linguistic features characteristic of the style of discourse. For instance, the casual style among friends, acquaintances, and insiders.

Martin Joos' theory can be applied in conversations that people have in daily life. However, there are reasons that influence people to speak differently. Holmes (2013: 8) states that in any situation, the way people choose the language styles commonly demonstrate people's understanding of the impact of one or more of the following factors: the speaker (who is speaking and to who they are speaking to), the setting (the social context of the interaction and where and when are they speaking), the topic (what is being discussed)), and the function (what are the purpose of their interaction) of the communication. Therefore Sankoff (1977: 35) explains that these factors are the first most effective tool at predicting the way people speak and choose different styles.

In Asian culture, there are a set of rules while talking to other people by looking at the age, social status and the place. This is part of the social dimension that can lead to the change of language styles. South Korea as is known for having a heavy culture of social class (Cho, Surendra, and Cho 2013). According to Britannica.com article on daily life and social customs in South Korea. The Confucian culture dominates the Korean people, which implies that there is a strong focus on reverence for ancestors, age, and seniority. It continues to have an impact on Korean family, work, and social everyday life.

Korean language generally has formal and informal speech level. The usage of the language speech level is intricate. Therefore the daily conversation

of Korean people involves language styles. Korean people consider the position of the hearers before they choose a certain type of language styles that will be best for the hearer to hear.

One South Korea Series called “Business Proposal” has gained recognition as one of the highest rating series from South Korea with a high rating at 8.4/10 by IMDb and 98% liked this TV series by Google users. The researcher uses one of famous South Korea romance series where the story differs with 4 main characters. The researchers use this series hence for the Romantic Comedy genre that are based on a famous webtoon HyeHwa with the same title that was viral when this series was airing. This series showcases a light yet very funny, despite the cliché plot. Korean people and the audience worldwide enjoy it very much and therefore gaining a big success. With the help of featuring talented and promising young actors and actresses, this drama gained even more recognition by people around the world.

The story is about 2 best friends who are really close, Shin Ha-Ri and Jin Young-Seo. Jin Young-Seo then begs Shin Ha-Ri to pretend to be her on a blind date and even offers money in exchange for her time. Shin Ha-Ri accepts her friend's invitation because of the urgent financial situation. She goes on a blind date as Jin Young-Seo with the purpose of being rejected by her date mate. Shin Ha-Ri is taken aback when she meets Kang Tae-Moo, the CEO of the company where she works for as the blind mate. While Jin Young-seo fall in love the CEO head of secretary. The story as a whole is about Shin Ha-ri and Jin Young-seo love story who have really different background (MyDramaList.com). Therefore

the researcher would analyze how these 4 characters choose their language styles and analyze how the language styles are influenced with the social factors.

These are three out of five previous studies on using the language styles as the main idea of their research. Moni Lelita Tamsar (2019) Analyzes “Language styles on Disney movie script” using Martin Joos (1967) five styles theory. Then there is Irene Yswara Sipahutar (2018) where she analyzed “Language styles in “Love Rosie” movie: A sociolinguistics analysis” using Martin Joos (1967) five styles theory. The other research is from Mohammad Kharisma Pujangga Putra (2017) where he analyzed “The analysis of language styles in Scorpion’s songs” using Keraf (2010) language styles.

The difference between this new research and with the previous studies are the researcher using series from South Korea or widely known as K-Drama as the data source for this new research. South Korea has been popular for producing good series, yet is still underrated to be used as the object of research. On the other hand, previous studies use movies, script, and songs with different focus and theory. In this research, the researcher’s main focus is to analyze the language styles that are portrayed in the series, and how the language styles are influenced by the social factors. With Martin Joos (1967) five styles theory and Holmes (2013) social factors theory.

1.2 Statement of the Problem

There are phenomena of using a language that we do not realize how we casually changing the way we speak depending on many factors. With the social life we have and culture that involve the way we speak, it is caught to attention that

stylistic way of speaking is important as we always consider the impact of our surroundings before we speak. Using the five styles theory that are proposed by Martin Joos (1967) and the social factor by Holmes (2013), the researcher will classify the type of styles that are used by the main characters in “Business Proposal” as well as the social factors that influence the use of language styles.

1.3 Research Questions

The researcher has formulated the research question based on the background above, they are:

1. What types of language styles can be found in the “Business proposal” main characters’ conversations?
2. What social factors influence the main characters in using language styles?

1.4 Goals and Functions

1.4.1 Goals of the Study

Based on the research, the goals are:

1. To determine the types of language styles that are used in the “Business proposal” main characters’ dialogues.
2. To identify the social factors that influence the main characters in using language styles.

1.4.2 Functions of the Study

This research of “An Analysis of Language Styles use by The Main Characters in the dialogues in “Business Proposal” Series” is expectedly will give the function for:

1. The researcher

The researcher hopes this research could give benefits by learning from this research in deep about language styles and social factors. Thus will help the researcher finish the degree with a satisfactory result.

2. Other researchers

The researcher would like that other researchers could use this research as a good reference for those who are also interested and wish to continue the research about language styles. The researcher also hopes that with using the 5 style theory by Martin Joos and social factor by Holmes, this theory could be more exposed for further researchers.

3. Public readers

The researcher hopes this research is able to show the definition and a concrete example and further knowledge about language styles in hopes that the general public get to educate themselves about language styles that depicted in our daily conversation.

1.5 Scope and Limitation

This research is looking for the language styles that can be found in the Korean series "Business Proposal" (2022). The scope for this research is the researcher uses language styles theory by Martin Joos (1967) "five styles" from his book "The Five Clocks". The researcher also uses Holmes (2013) theory in social

factors to support Martin Joos theory. To avoid broader discussion, the researcher will focus only on analyzing the main characters' dialogues: Shin Ha-ri, Kang Tae-moo, Jin Young-seo, and Cha Sung-hoon. The researcher use 10 out of 12 episodes due to the last 2 episode does not really focus on different characters but only 2 characters for the ending. Therefore the researcher only use the episode from 1-10 where the 4 main characters show the most dialogues.



1.6 Conceptual Framework

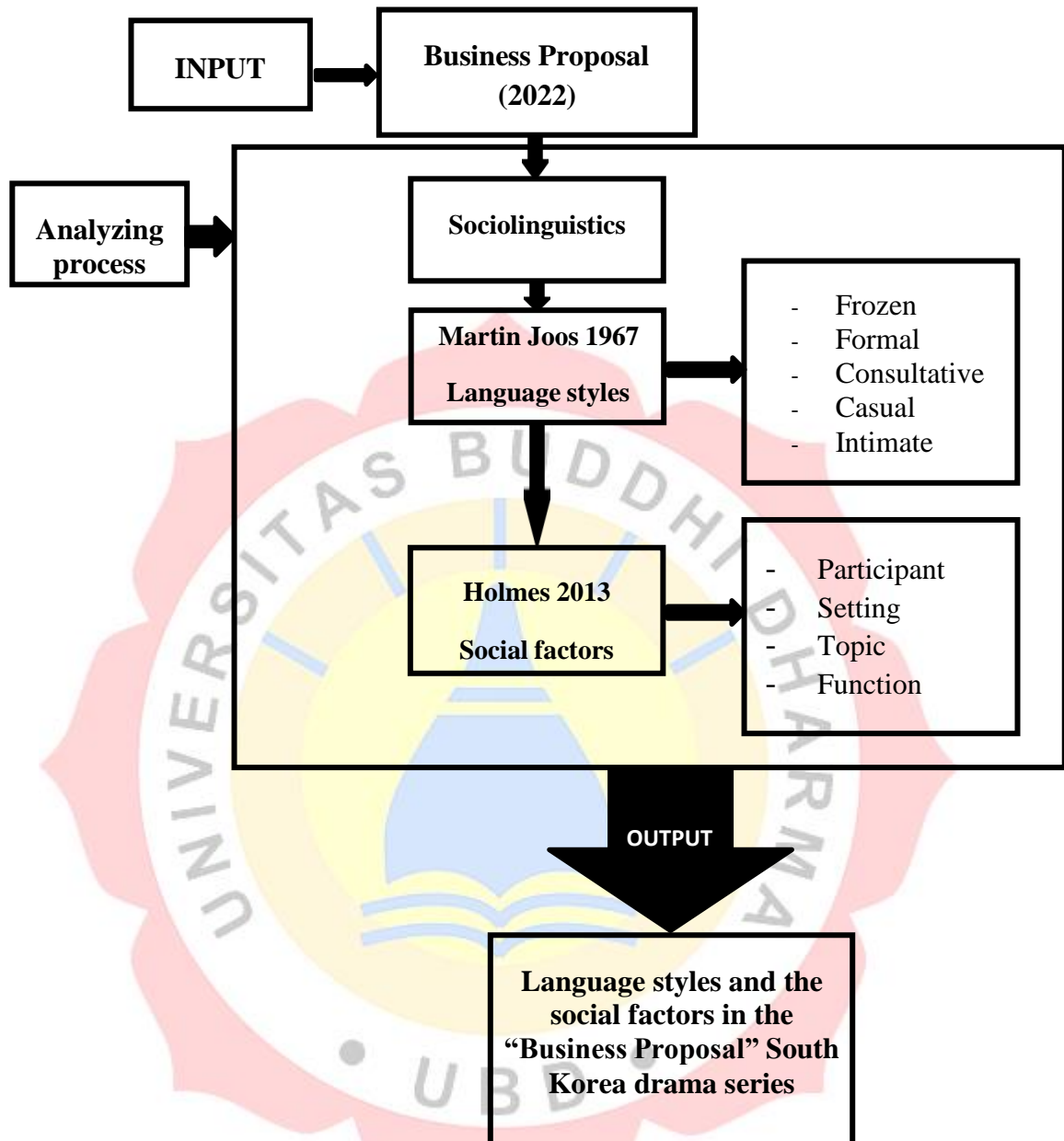


Figure 1.1

The researcher collects the data from the subtitles of the dialogues of the main characters in the “Business Proposal” South Korea series. The researcher then analyzes all the data by classifying them using Martin Joos (1967) five styles by utilizing qualitative methodology. After getting all the language styles from the

main characters, the researcher then analyze how the social factors influence the main characters to use certain styles in their dialogues using Holmes (2013) theory of social factor. At the end, the researcher will get the result of this research by getting all the kinds of language styles that are used by the main characters and the social factors which influnece the main character in using the language styles.



CHAPTER II

PREVIOUS STUDIES AND THEORETICAL FRAMEWORK

2.1 Review of the Previous Studies

The researcher has found several previous studies that are related to Language styles analysis for the theory references and to the similar object of the study, which is about language styles used in literary creation like movies, series, novel, song, etc. The first previous research is “The Analysis of Language styles in Scorpions’ Songs” by Mohammad Kharisma Pujangga Putra (2017) from the University of Islam Negeri Maulana Malik Ibrahim. In this research he analyzed the lyrics of Scorpions’ songs. He analyzed the language styles using Keraf theory of Figure Of Speech. The results of this study are the types of lexical meaning of synonym, hyponim, simile, metaphor, synecdoche, irony, symbolism, personification, hyperbole, opposite, denotation, and connotation in the lyrics of the song. The scorpions song lyrics that are frequently used synonym That is how lexical meaning works: a subject becomes an object.

The second research is “Language styles in “Love Rosie” Movie: A Sociolinguistic Analysis” by Irene Yswara Sipahutar (2018) from University of Sumatera Utara. In this research, she analyzed the language styles with the theory proposed by Martin Joos (1967) in the movie “Love Rosie”. She used qualitative descriptive methods and the result of her research is that the dominant language styles that occurs in the movie “Love Rosie” is intimate style which are 23 cases or 59% of all the language styles that can be found in that movie.

The third previous research is “An Analysis of Language styles on Disney Movie Script” by Moni Lelita Tamsar (2019) from University of Sumatera Utara. Different from the previous one, in this research she uses Disney movie scripts. She analyzed the language styles that are proposed by Martin Joos. She also analyzed the social factors and the results of this research are data for Formal style 5 (12.19%), Consultative style 5 (12.19%), Casual style 23 (56.09%), Intimate style 8 (19.51%), and Frozen style 0 (12.19 percent). At last she found the most common use in language styles which is casual style because of the participant factor.

The fourth previous research is “An Analysis of Students’ Language styles in Writing Captions on Instagram” by Eti Termalasari (2020) from the University of Muhammadiyah Palembang. In this research, she analyzed language styles that can be found in the Instagram caption students. The method for this research was descriptive qualitative research. She used the theory of Martin Joos (1967) and the result of this study is to look at the language styles of certain students' Instagram captions in terms of kind, origin, and relevance.

The last previous research is “Language styles of Men and Women on Instagram ” by Lena Nur Latipah (2021) from State Islamic University of Sultan Thaha Saifuddin Jambi. This research focuses on analyzing the captions on instagram posted by 10 each women and men influencers. This research uses qualitative descriptive analysis and the theory for this research are Martin Joos Theory of language styles (in Nicolas Coupland 2007) and Halliday (in Howard Jackson 2011) theory of function of language. The first result of language styles for her research is dominated by casual style from the caption of women’s and

men's captions. The second result for the function of language in women's and men's is dominant in personal functions.

The first previous research use Keraf theory of language styles that are focus more into the literature style of the language using figurative speech in lyrics songs. The second previous research uses a totally different point of view using sociolinguistics perspective. She use Martin Joos theory of five language styles in analyzing a movie. The third previous research also use Martin Joos theory, but she put extra theory by Sankoff theory of social factors in Disney script movie. The fourth and the fifth using instagram to get the data by collecting the caption post by students and influencers by both using the same theory by Martin Joos but the last one put another theory to complete the research by using Halliday function of language theory.

The differences between all the five previous research and this new research are in the different theory and data. While the majority of the previous research using Martin Joos five language styles (1967) theory, so does this research. But this research put more consideration on how the language styles is used because of the social factor that a certain community in this world have and create styles in speaking using Holmes (2013) theory. The data from the previous researches vary from songs, movie, script, and instagram posts caption, while this new research will use a series drama from South Korea where is very popular among youngster. Thus this new research will analyze the language styles found in "Business Proposal" South Korean series and determine the social factors that impact the style of speaking by the characters in that series.

2.2 Sociolinguistics

Sociolinguistics is a field that studies how language and society interact. Sociolinguistics is derived from *socio*, which is a compound term that refers to social and society, while *linguistics* refers to the study of language science. According to Hudson (1996), sociolinguistics is a subfield of linguistics that studies language and its connection to society. According to Fishman in Wardhaugh (2010: 16), sociolinguistics is more than just a study of language and society; it also examines the speaker, what language they talk in and the variations, who they speak to, when they speak, and what the objective of the discussion is.

Sociolinguistics is undoubtedly a field that is recognised as part of important courses in linguistics. Hudson (1996: 18) defines sociolinguistics as the study of language in connection to society. Different with sociology and linguistics, sociolinguistics is a field of interdisciplinary studies that studies both language aspects and social aspects in how these two important aspects of life are intangible and unseparated to one another. Thus sociolinguistics has become a field that focuses on studying the development of language in society.

On another hand Meyeroff (2006: 27) explains that Sociolinguistics is a broad discipline that encompasses many different approaches to language research. Often people study sociolinguistics as an "outside" topic while getting a degree in another field such as languages, social anthropology, sociology, media studies, or even communication. Regardless of the many caps that sociolinguistics wears, there is one thing that all practitioners in the discipline have in common: they are all interested in how people use language and also what they use it for. Then, sociolinguistics is concerned with both social and linguistic issues.

Sociolinguistics is the study of the behavior of language in their daily lives in relation to a variety of life events and language experiences. It is the study of the links between language and society with the objective of improving knowledge of language structure and how language functions in communication. Deckert (2011: 1) defines how the “socio” part of “sociolinguistics” is examining how language is employed in social situations, how individuals engage with one another on interpersonal and broader group, cultural, national, and international levels. Thus subject has a long history in language variation and the study of the relationships between word meaning and culture in general.

This category includes studies of language in its social context that are primarily concerned with answering linguistics-related questions. Such as how we can improve our insights into the nature of language and how and why language changes, when and why people in different societies use language varieties, and social, political, as well as educational factors of the relation between language and social life. Hence while studying sociolinguistics, we started to realize how the way we use language can differ due to different situations and participants. Now, there is a lot of interest in sociolinguistics, because of this research and the awareness that it may shed a lot of light on the nature of language and society.

Language, on the other hand, refers to the sign systems used by humans to communicate with one another. We may ask systematic questions about the myriad choices that people make as they communicate with one another, in addition to the systematic structure of language. Deckert (2011: 1) explains that this clearly refers to language and society in terms of language form, such as language diversity, language styles, dialect, and application in social, economic,

and even political structures. People use language to create their own contexts, traditions, and so on. Then she (p.2) continues to explain that we may examine how power dynamics between people create conceptions of language value on a more personal level. We can investigate how language influences interpersonal relationships. This then brings us to how we communicate in a certain manner in order to achieve the desired effect of these interpersonal interactions with other individuals or in other words how we use language styles in our communication.

2.2.1 Language variation in Sociolinguistics

Language variations can be divided into two categories. The first is variability as a result of social variation and language function variation. In this situation, if people come from a homogeneous group, whether by ethnicity, social class, or occupation, then variety does not exist. As a result, there is no diversity in the language. The second factor is linguistic diversity, which already exists to serve as a method of engagement in a variety of community activities. This will result in a wide range of linguistic variations. Because each speaker must belong to a social group and live in a certain place and time, each speaker never utilizes only one variation or dialect throughout the course of actual conversation. Chaer (2004: 61) then divides language variations in four terms:

1. Terms of speakers

Individual variation and group variation exist in terms of speakers, and the numbers are relevant to one location. Individual variation is referred to as idiolect, while group variation is referred to as dialect.

2. Terms of use

Variation in language use is related with the area, such as in daily life; there are variations in military language, literature, journalism, and other scientific activity. The distinctions in the usage of language found in the lexicon. Each subject will have a unique language that will not be found in the vocabulary of other disciplines.

3. Terms of formality

In his book *The Five Clock*, Martin Joos (1967) divides formality into five categories: frozen style, formal (deliberative style), consultative style, casual style, and intimate style. According to Martin Joos (1967: 12), these 5 types are ranked higher or lower for convenience, but this does not imply that one style is preferable than another.

4. Terms of facilities

Language variation is divided into two categories in terms of facilities: spoken language and written language. Spoken language is transmitted verbally and is aided by supra - segmental components, but in written language, supra - segmental elements are substituted by punctuation and symbols.

2.2.2 Language styles in Sociolinguistics

Sociolinguistics is a field where one of its focus is to discuss the language variation and all the diversity that exists in all languages. Fishman (1971: 4) states that sociolinguistics is the study of language variation and the function of that variation. Sociolinguistics existed solely based on the view that language is heterogeneity. This heterogeneity in language is attributable not just to speakers who are not homogenous, but also to the social interaction that they engage in,

which is quite diverse. Every activity we engage in demands or results in a change in language.

One variety in language that always be one of the main focus in sociolinguistics is language styles. Style in language relates to patterns of speaking, such as how speakers employ linguistic diversity to generate meaning in social interactions. Coupland (2007: 2) in his book “style: language variation and identity” , explains that language styles demonstrate how speakers' style choices reflect diverse social identities and produce different social relationships, and how speech-style and social environment interact. As a result, style refers to the wide variety of strategic activities and performances in which speakers engage in order to establish themselves and their social lives.

In addition to language styles according to Keraf (1991:113), it is a means to communicate a concept using specific language that demonstrates the speakers' character, spirit, and use of words. According to him, excellent language should have four components: honesty, respect, good manners, and interest. Ducrot and Todorov (1993: 44) says that language styles is the method of conveying the same information by employing multiple expressions and associated diverse versions of language that are employed in various situations and demands. It encompasses the motivations as well as the consequences. This remark indicates that the usage of style influences the meaning and that it is employed for a specific reason related to the context.

There is a lot of variation in terms of factors and one of them is language variation in terms of formality. The researcher uses the style that was proposed by

Martin Joos in 1967 from his books "The Five Clocks" in this research. He proposed language styles based on the level of the formality from the most formal to the most intimate that people use in their conversation. Martin Joos (1967) categorized language styles into five categories depending on their formality level. They are include frozen, formal, consultative, casual, and intimate. Each of style has a significant differences where each of them has distictive features and Code-Label.

2.2.2.1 Frozen style

According to Joos in his book "Five Clocks" (1967:153-155), a Frozen style is utilized in public speaking in front of a big audience; text is carefully arranged in advance, tone is somewhat overdone, and several rhetorical techniques are acceptable. Frozen style is the most formal style. Elegant variant designated for extremely significant or symbolic occasions. It is commonly used in a scenario when there is a sense of legitimacy and formality ceremonies. Attendees on the occasion are frequently persons of high status or influential figures.

The event itself is out of the ordinary. It means that the event seems to prioritize and respect the listeners and speakers. As a result, practically solely professional orators, attorneys, and preachers adopt this style. Regardless, regular persons who attend religious services in court may seek frozen language since it is not a usual event and it may be rewarded for accomplishment in their work. This approach was also utilized in a narrative or a metaphorical message. Languages are unchanging, and they represent a linguistic event in society that occurs outside of everyday language usage. It cannot be changed in any manner.

Many grammatical units are permanent and have no variation. Certain set terms, such as “Yes Your Honor,” “Yes my Lord,” “I object...”, and so on, are essential. Not only are individual phrases meticulously designed, but sentence sequences are closely linked as well. Obviously, everything must be meticulously planned, and success necessitates a high level of ability.

2.2.2.2 Formal style

Formal style is being used in addressing audiences, which are usually too large to allow effective interchange between speakers and hearers, however the forms are not as polished as those in frozen style, such as in a typical university classroom lecture, which is often conducted out in formal style. Formal style is a one-way communication style that is employed in formal settings.

It is typically employed in formal or serious circumstances, such as academic and technical papers, classrooms, formal speeches, and sermons. Because academic writing is written in a formal manner, there are no abbreviations for words, phrases, or sentences. Formal style is distinguished by three characteristics: a single topic, a sentence structure that demonstrates less closeness between both the speaker and the hearer, and the use of prescribed forms. The most significant aspect of formal style is intonation, followed by cohesiveness.

In truth, formal style is intended to instruct, with background information integrated into the text in complicated sentences. This dialogue takes place in a chat between a stranger and his boss. Another feature of this style is that the speaker will address the addressee by rank rather than name. For example “How are you, Mr. Dony? Nice to see you,” “The researcher decided to investigate the

language styles in conversation between Character A and Character B,” as another example. This is an example of formal style that can be found in a research thesis.

2.2.2.3 Consultative style

Chaer (2004) outlined this approach, which is frequently utilized in business or conversation, based on Joos theory. It is a type of language that is utilized at a meeting, at school, or in a production meeting. This style may be employed in both professional and informal settings. Broderick (1976) makes pronunciation apparent in his study based on Joos theory, which is articulated in a consultative manner. The sentence structure is thorough and the word choice is careful, but the sentences are shorter and less well planned.

The speaker usually continually monitors the listener's vocal answers to determine if too much or too little information is being delivered. This is due to the fact that consultative is used to communicate with strangers. Each statement that the speaker says must be unambiguous and clear. This conversational style is most common between a doctor and a patient, between a teacher and a pupil, boss and the employee, etc.

This method necessitates response from the audience. The structure of the sentences is another feature of this style. Every speech has a subject and a predicate, although certain vocabulary words are not standard. This is due to the fact that consultative style is created in a semi-formal setting. According to Chaer (2004), this style is the most operational of the others. The listener generally responds to the speaker with a simple indication, such as “Uh,” “I see,” “well,” or “that’s right”.

2.2.2.4 Casual style

Casual style is a linguistic variation used in casual situations such as sharing with family, significant other, or close friends. When individuals employ this phrase, it is frequently abbreviated. The vocabularies are dense with dialect, regional dialect, and seldom employ appropriate structural morphology and syntax. Another feature of this style is that the sentence is less focused on grammar at times. This approach is appropriate for casual situations such as those with close friends, acquaintances, or insiders in a social context. It frequently makes use of common knowledge or shared assumptions (slang). Casual is a conversational style, however it is not appropriate for strangers. The example can be “Comin over tonight?,” “I’ll be there at eight o’clock”, etc.

2.2.2.5 Intimate style

According to Joos in his book “Five Clocks,” an intimate style is one that is defined by a complete lack of social inhibitions. Talking with relatives, loved ones, siblings, and really close friends is typically where you tend to express your true self in a personal manner. In this case, words that normally indicate closeness, such as “dear”, “darling”, “honey” or “hon”, or “babe” might be employed. On the other hand, outside of personal contexts, nicknames may be humiliating to both the hearer and the speaker. But in an intimate style, a funny nickname with the close one might be a really close calling to one another.

This language is distinguished by the use of fragmentary vocabulary, short words, and, in most cases, imprecise articulation. This is due to the fact that the participants already knew what each other was saying. This style is distinguished by what Joos refers to as “extraction” (Broderic 1976). In this style, tone takes

precedence above language or syntax. The speaker will occasionally utilize private jargon.

According to Joos, this style is defined by a consistent set of words with private meanings shared exclusively by a small group, generally a pair, in a family environment. The purpose of utilizing an intimate style is to communicate feelings between the speakers, as well as to express intimate occurrences. The most informal mood may be created by adopting an intimate style, which instantly skips the gap and creates comfortable conversation. Intimate style examples: “You have to believe me, Dear,” “Just try to be as brave as your father kid,” and “Sweetie, the option is yours” “hey kiki come over quick (kiki as the nickname of a person name locky)” etc.

2.2.3 Social Factors

Language styles emerge as a result of two factors: users and usage. All English speakers can communicate with one another and, for the most part, comprehend one another; nevertheless, no two speakers speak precisely alike. Some variances are attributable to age, gender, health status, stature, personality, and emotional state. Our capacity to distinguish acquaintances by hearing them speak demonstrates that each individual speaks slightly differently from everyone else.

It also confirms that our close associate idiolects may be easily identified by listening to their method of speaking in ordinary conversation. According to Sankoff (1977:35), there are dominant elements in linguistic variety selection. These are the participant, setting, and topic aspects. He says that the three most commonly discussed and often most powerful in predicting language choice are those affecting participant, setting, and topic. Holmes (2013:8) reinforces

Sankoff's point of view by including the function component. The following is an explanation of four factors:

1. Participants

In each communication, whether direct or indirect, there must be an actor, also known as a participant. Participants include "who is speaking" and "to whom they are speaking," or "the speaker and the listener/hearer." These individuals are required to ensure that communication, i.e. feedback between speaker and hearers, runs well.

2. Setting

It discusses the social environment of the discussion and where the participants are conversing. Setting refers to the scene of a communication in progress, such as a talk between teachers and pupils at school, a chat between a mother and her kid at home, or a conversation between friends in the mall.

3. Topic

There is, without a doubt, a more focused conversation on talk. For example, a discussion/chat among students on a national examination, a meeting of members of parliament about taxes, and so on. In this scenario, the topic is what is being discussed by the participant.

4. Function

When people interact with each other, there has to be a motive for doing so. The motive can be vary and need a different way to approach in order to get the function work well.

The social factors include the participant, the environment, the topic, and the function. We shall learn from the explanation of the impact component of language styles that create the distinction. Thus, language may be classed into five types based on the formality, notably frozen, formal, consultative, casual, and intimate style, however the usage of them are influenced by the fourth reasons above that have influence in the language styles.

2.2.4 Korean Language

Sohn (2001) expressed that generally the beginnings of the Korean language may be followed back to the foundation of the Korean letter set. Since its presentation in 1446, the Korean letter set has been a source of exact and broad data with respect to the language's phonological and morphological structure. The history of the social components determined from Confucianism that was presented into Korea. Jae (2005: 27) clarified how Confucianism is reflected not as it were within the way Koreans think and live. The result causes a huge effect on how social relations based on age and social status but moreover within the way Korean language works in terms of both lexicon and language structure are still reflected within the display day of Korean language.

Confucianism embolden high regard to the elders and requests strict submission and acknowledgment of authority. Hence it isn't exceptional for Korean people to maintain a strategic distance from communicating contradiction and discontent. These influence the way Korean people talk that are less straightforward and softens a part within the tone of talking to maintain a strategic

distance from disrespecting feelings whereas talking to elders or strangers. Koreans too do not call others by their full names unless they are addressing more youthful kin, close friends, or significant others. The utilization of titles will be required for regard or reverence to individuals who are elders and in a higher social hierarchy position. Or else they may be regarded as discourteous and missing in culture or legitimate education.

According to the formality terms or speech levels, the Korean language is categorized into 6 levels in Jae Jung Song's book "The Korean Language" (2005:38). They are somewhat similar to how Martin Joos (1967) described the five language styles in terms of formality in his book "The Five Clocks," however in Korean there are six levels such as deferential, polite, semi-formal, familiar, intimate, and plain. However, the general usage level terms of formality are divided into two which are formal (Jondaemal) and informal (Banmal) or casual. The honorific sentence ending system is used to communicate the speaker's respect for the hearer or to convey the social relationship between the speaker and the hearer, such as the endings –si, –sumnida, –ta, –yo, –o, and –ney.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

There are three types of research that can be used in research. Those are qualitative research, quantitative research, and a mixture of qualitative and quantitative method research. The researcher of this research will use a qualitative method. According to Creswell (2014) qualitative research approaches data for analyzing, exploring and understanding the meaning of individuals or groups to human society. This approach usually uses the data that are documented. Qualitative data makes the interpretations of meaning as well and there is no numeric system used in this approach. Based on the explanation above this research will use the qualitative approach because the researcher's goal is to get a qualitative description of the data that will be used for this research.

3.2 Data Types

There are two types of data that can be used in research according to Khotari (2004). First is primary where the data that are collected is first-hand sources for instance, it is data that the researcher collects by themselves such as interviews, surveys, and experiments. Second is secondary data where the data are from other people's hand or a creation by other people. For example, a person can analyze others' studies, interviews, or creation of art like movies, poetry, song, drama and many more.

In this research, the researcher uses the secondary data type. The data is a secondary type because it is a creation that is made by someone else that is widespread in a streaming platform called Netflix. The researcher looks for the data from the interaction in a series show from South Korea. Therefore the type of data will consist of the conversation from the main characters.

3.3 Data Source

The source of data for this research is from a serial TV show from South Korea with the title “Business Proposal.” It was aired on February 2022 with a total of 12 episodes. As per Asianwiki.com site, this series was aired on SBS which is one of South Korean national TV channels and also aired at the same time on Netflix. The director of this series is Park Sun-Ho, where he also directed other popular South Korean series. The popularity of not only shows in Netflix alone where it always has a spot in top 5 trending series, this series also gained the most liked series from netflix subscribers who have watched this series. “Business Proposal” has gained recognition as one of the highest rating series from South Korea with a high rating at 8.4/10 by IMDb and 98% liked this TV series by Google users.

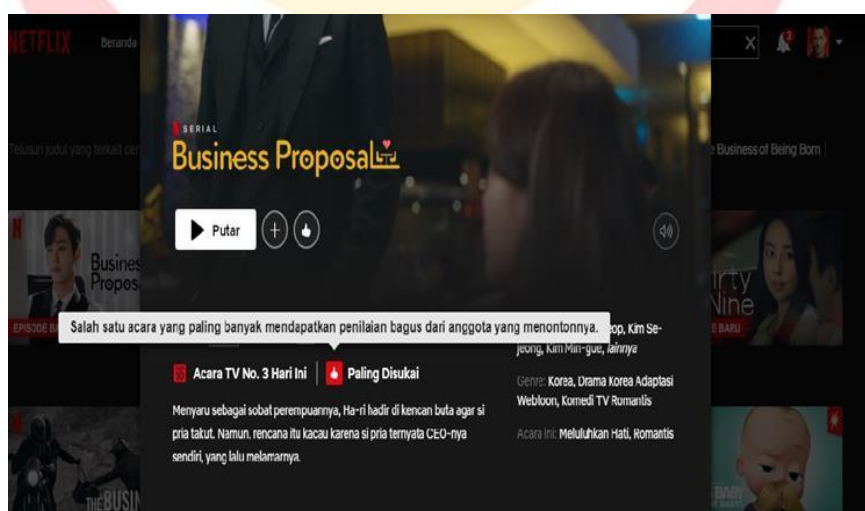


Figure 3.1 Taken from: Netflix

The reason for the researcher to choose this data is based on the wide variety of settings and contexts in this series that are worth analyzing the elements of the conversations from the main characters, specifically how they utilize the language styles into their dialogue throughout the whole series. The subtitle translation from this series will be used as the data for the researcher to analyze. The subtitle translation that is used are from Su-In Choi, where she translates Korean to English for this series in the official translation from the platform Netflix. From this series, the researcher uses 1-10 episodes out of 12 episode. There will be scenes that are chosen and the researcher will transcribe the subtitles into written dialogues.

3.4 Data Collection Method

This section is how the researcher will do the collecting data through these steps below:

1. The researcher watched the series twice in order to understand and grasp all the scenes.
2. The researcher then observed all the dialogues in the episodes of the series through the subtitles.
3. Next the researcher collected dialogues in the series.
4. The researcher then identifies dialogues on which part that have the elements of language styles contain in it and classify them using color-coded table.
5. Finally the collected dialogues will be the data for the researcher to analyze.

3.5 Data Analysis

1. After getting all the selected dialogues, the researcher categorize the language styles that are found in the series based on Martin Joos (1967) theory with five language styles: frozen style, formal style, consulative style, casual style and intimate style.
2. Next to answer the first research question, the process of analysis is based on the elements in the dialogues that can be pointed out from the vocabulary choices, the grammar, the abbreviation, slangs, and cultural aspects of the Korean language.
3. Then to answer the second research questions, the researcher also analyzes the factor behind the chosen language styles by analyzing the participants, the settings, the topics, and the functions using social factor theory that is proposed by Holmes (2013).
4. Finally, the researcher makes a conclusion in the finding of what type of categorizations and factors influence the usage of language styles from each of those dialogues using both Martin Joos (1967) theory and Holmes (2013) theory.