



**THE ANALYSIS OF LANGUAGE STYLES USED BY THE  
MAIN CHARACTERS IN THE DIALOGUES IN WEBTOON  
GET SCHOOLED**

**Presented as a partial fulfilment of the requirement for the Bachelor Degree**

**ANGELINA  
20200600010**

**ENGLISH STUDIES  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
BUDDHI DHARMA UNIVERSITY  
TANGERANG  
2024**



## FINAL PROJECT APPROVAL

Name : Angelina  
Student Number : 20200600010  
Faculty : Faculty of Social Sciences and Humanities  
Study Program : English Studies  
Final Project Title : The Analysis of Language Styles Used by the Main Characters in the Dialogues in Webtoon Get Schooled

The Final Project Proposal has been approved to examined as a partial fulfillment of the requirement for the Bachelor Degree.

Tangerang, July 22, 2024

Approved by,  
Supervisor

Hot Saut Halomoan, S.Pd., M.Hum  
NIDN: 320046101

Acknowledged by,  
Head of Department

Riris Mutiara P.S, S.Pd., M.Hum.  
NIDN: 0427068703



## THE BOARD OF EXAMINERS

Name : Angelina  
Student Number : 20200600010  
Faculty : Faculty of Social Sciences and Humanities  
Study Program : English Studies  
Title of the Final Project : The Analysis of Language Styles Used by the Main Characters in the Dialogues in Webtoon Get Schooled

This thesis has been examined by the board of examiners on August 20<sup>th</sup>, 2024

Name of Examiners

1. Chair : **Dr. Sonya Ayu Kumala, S.Hum., M.Hum**  
NIDN: 0418128601
2. Examiner I : **Riris Mutiara P.S, S.Pd., M.Hum.**  
NIDN: 0427068703
3. Examiner II : **Dr. Irpan Ali Rahman, S.S., M.Pd**  
NIDN: 0405027807

Acknowledged by,

Dean



FAKULTAS

SOSIAL DAN HUMANIA

**Dr. Sonya Ayu Kumala, S.Hum., M.Hum**

NIDN : 0418128601

## STATEMENT OF AUTHENTICITY

I declare that this thesis is my own writing, and it is true and correct that I do not take any scholarly ideas or work from other dishonestly. That all cited works were quoted in accordance with the ethical code in academic writing.



## ACKNOWLEDGEMENTS

All praise and gratitude the writer extends to Almighty God, for it is by His grace and blessings that the writer has been able to complete this thesis entitled “THE ANALYSIS OF LANGUAGE STYLES USED BY THE MAIN CHARACTERS IN THE DIALOGUES IN WEBTOON GET SCHOOLED” This thesis is prepared to fulfil one of the graduation requirements for the Bachelor's degree in the English Literature Program at the Faculty of Social Science and Humanities, Buddhi Dharma University Tangerang. The writer acknowledges that this thesis is still far from perfect. Therefore, the writer welcomes suggestions and criticisms for its improvement. The writer also hopes that this thesis can provide positive benefits for readers and future research.

In writing this thesis, the writer has received much valuable and beneficial guidance, direction, and assistance. Therefore, on this occasion, the writer would like to express gratitude and appreciation to:

1. Dr. Limajatini, S.E., M.M., B.K.P. as Rector of Buddhi Dharma University Tangerang
2. Dr. Sonya Ayu Kumala, S.Hum., M.Hum, as Dean of the Faculty of Social sciences and Humanities
3. Riris M. Paulina Simamora, S.Pd., M.Hum. as Chair of the English Literature Department, Faculty of Social Humanities, Buddhi Dharma University Tangerang
4. Hot Saut Halomoan, S.Pd., M.Hum as the writer's Thesis Advisor. Grateful for his guidance, knowledge, time and patience during the thesis writing.
5. Lecturers of Buddhi Dharma University, who have taught me a lot of invaluable knowledge.
6. Staffs of Buddhi Dharma University, who have helped the writer with administration and information support.
7. All my family members, who have supported me.

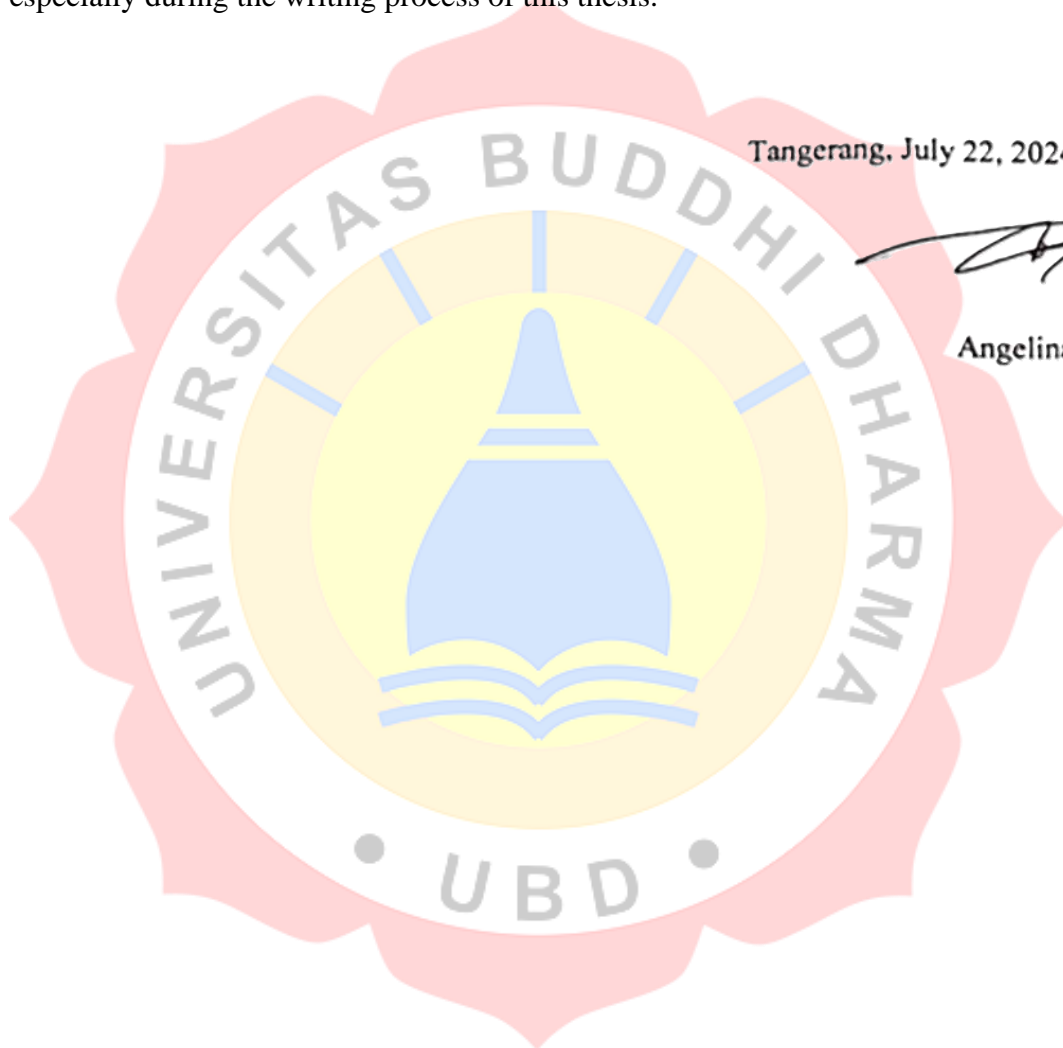
8. A special person with the initials T.J who has supported me along my journey.
9. My friends Sindi, Junita, Wiratna, Kalara, Yakub, and Imelda, who have supported each other and go through the journey together.

Finally, the writer also wanted to express gratitude to all those who have supported the writer along the way but the writer can not mention one by one especially during the writing process of this thesis.

Tangerang, July 22, 2024



Angelina



## ABSTRACT

This thesis explores the language styles used by Na Hwajin and Im Hanrim, the main characters in the webtoon *Get Schooled* by Chae Yong Taek. The analysis is based on Martin Joos' language style theory from his book *The Five Clocks*, which categorizes language into five styles: Frozen, Formal, Consultative, Casual, and Intimate. The study aims to identify and categorize the language styles of these characters, providing insights into their use of dialects and the implications within the narrative context. The research questions focus on identifying the language styles used by Na Hwajin and Im Hanrim and determining the most dominant styles. The goal is to show the different language styles and identify the most prevalent ones among the main characters. The scope of this study includes analyzing the language styles in episodes 1 to 111 of the webtoon, concentrating on the dialogues of Na Hwajin and Im Hanrim. Using Joos' theory and supporting references from books, journal articles, and online sources, the study analyzes the dialogues, revealing that Na Hwajin utilizes 64 language styles and Im Hanrim 45. For Na Hwajin, the breakdown is: 0% Frozen, 0% Formal, 32.8% Consultative, 67.2% Casual, and 0% Intimate. For Im Hanrim, it is: 0% Frozen, 2.2% Formal, 37.8% Consultative, 60% Casual, and 0% Intimate. The most dominant language style for both characters is the Casual Style, reflecting their informal and everyday conversational interactions. The Consultative Style is the second most dominant, highlighting their roles as teachers.

**Keywords:** *Language Styles, The Five Clocks, Get Schooled*

## TABLE OF CONTENTS

**COVER**

**INSIDE COVER**

**FINAL PROJECT APPROVAL ..... i**

**THE BOARD OF EXAMINERS ..... ii**

**STATEMENT OF AUTHENTICITY ..... iii**

**ACKNOWLEDGEMENTS ..... iv**

**ABSTRACT ..... vi**

**TABLE OF CONTENTS ..... vii**

**LIST OF FIGURES ..... ix**

**CHAPTER I INTRODUCTION ..... 1**

1.1. Background of the Study ..... 1

1.2. Statement of the Problem ..... 4

1.3. Research Questions ..... 4

1.4. Goals and Function ..... 4

1.4.1. Goal ..... 4

1.4.2. Function ..... 5

1.5. Scope and Limitation ..... 5

1.6. Conceptual Framework ..... 5

**CHAPTER II THEORITICAL BACKGROUND ..... 7**

2.1. Previous Study ..... 7

2.2. Sociolinguistics ..... 8

2.2.1. Language Styles ..... 9

2.3. Webtoon ..... 12

**CHAPTER III RESEARCH METHODOLOGY ..... 14**



3.1. Research Approach.....	14
3.2. Research Object.....	14
3.3. Material .....	15
3.4. Data Collection Method .....	16
3.5. Data Analysis Method .....	16
<b>CHAPTER IV DATA ANALYSIS .....</b>	<b>17</b>
4.1. Language Styles Used in Na Hwajin’s Dialogues.....	17
4.1.1. Casual Style .....	17
4.1.2. Consultative Style.....	25
4.2. Language Styles Used in Im Hanrim’s Dialogues .....	33
4.2.1. Casual Style .....	34
4.2.2. Consultative Style.....	42
4.2.3. Formal Style.....	51
<b>CHAPTER V CONCLUSION AND SUGGESTIONS.....</b>	<b>53</b>
5.1. Conclusion.....	53
5.2. Suggestions.....	54
<b>REFERENCES.....</b>	<b>55</b>
<b>CURRICULUM VITAE.....</b>	<b>56</b>
<b>APPENDICES</b>	

## LIST OF FIGURES

Figure 1.1 Conceptual Framework.....	6
Figure 4.1 Na Hwajin.....	17
Figure 4.2 Im Hanrim.....	34



## **CHAPTER I INTRODUCTION**

### **1.1. Background of the Study**

Language serves as a fundamental tool in human interaction, facilitating communication and enabling individuals to express themselves in various contexts. Communication takes on diverse forms, ranging from making requests and providing information to entertaining and expressing emotions. Through language, people engage in socialization and establish connections with others, regardless of their activities or endeavours. Conversations serve as the primary avenue for conveying messages, fostering interaction, and nurturing interpersonal relationships. The field that explores the intricate relationship between language and society is known as sociolinguistics (Maharani, 2019).

The term "sociolinguistics" derives from two components: "socio," pertaining to social or societal aspects, and "linguistics" (Maharani, 2019), the scientific study of language. Sociolinguistics is a branch of linguistics that studies how language is used in social contexts, including variations in language based on factors such as region, social class, gender, ethnicity, and communication situations. Sociolinguistics delves into the multifaceted ways in which language reflects, shapes, and is shaped by social dynamics, cultural norms, and interpersonal interactions within a given society. Hudson defined sociolinguistics as 'the study of language in relation to society' (Wardhaugh, 2010). In sociolinguistics, the aim is to investigate the nature of language by studying its relationship with society. Coulmas further delineated this by stating that sociolinguistics examines how social structure influences language use and patterns (Wardhaugh, 2010).

One of the subfields of sociolinguistics is language styles. Language styles refer to the choices and alternatives people have in using language. These variations encompass differences in the way of speaking or writing influenced by social and situational contexts. For example, a person might use a formal style in official situations and a casual style in everyday conversations with friends. These

variations reflect social identity and social relationships between individuals. Language styles are defined as methods of conveying the same information through multiple expressions, utilizing diverse versions of language suited to various situations and demands (Simamora & Sherinab, 2022). Language, as a component of verbal communication, follows rules influenced by social and situational contexts. Awareness of the surrounding environment is crucial when choosing these variations, as they serve as tools for expressing ideas.

Martin Joos (1967) in his book “The Five Clocks” highlighted the importance of stylistics in selecting from grammatically comparable forms, proposing five distinct language styles namely frozen style, formal style, consultative style, casual style, and intimate style. This is a strictly technical and descriptive perspective, highlighting the value of the five styles in their effective classification and precise description of various communication contexts. It also connects each style with specific linguistic features unique to that form of discourse, such as the casual style used among friends, acquaintances, and insiders.

In recent years, the development of digital media has transformed how people consume content, including Webtoons—digital comics from South Korea that have become increasingly popular worldwide. Designed for mobile devices with a convenient vertical format, Webtoons offer a visually engaging storytelling experience for a wide audience. The widespread accessibility through free platforms also removes barriers typically associated with traditional comic books, enabling anyone with a smartphone and internet connection to explore various stories from different cultures.

The webtoon *Get Schooled* offers a rich and multifaceted opportunity to explore language style variations, making it an ideal subject for research grounded in Martin Joos' language style theory. The narrative features a diverse cast of characters, including authoritarian educators, rebellious students, government officials, and concerned parents, each with distinct social roles and relationships that influence their unique linguistic patterns and dialect usage. This diversity allows for a nuanced analysis of how language styles and dialects shift in response to varying social contexts and power dynamics, providing concrete examples that

illustrate Joos' five stylistic categories. Additionally, the theme of education reform within *Get Schooled* presents a setting rich in hierarchical and formal interactions, where the rigid and formal language of authoritative figures contrasts with the more casual and confrontational speech of students. This juxtaposition not only reflects the stratification within educational institutions but also highlights how language is used to assert control, resist authority, and negotiate social identities. By studying *Get Schooled*, researchers can examine how language functions as a tool for both maintaining and challenging social order, making it a valuable case study for understanding the practical applications of Joos' language style theory.

Na Hwajin and Im Hanrim are the main characters in the Webtoon "Get Schooled" by Chae Yong Taek, and they are ideal subjects for this study due to their central roles and significant interactions throughout the narrative. Na Hwajin, known for his authoritative and strict demeanour, and Im Hanrim, whose communication style contrasts with or complements Na Hwajin's, provide a rich dataset for analysing diverse language styles. Their interactions span various contexts, from formal to casual, illustrating the range of language styles described by Martin Joos in his book "The Five Clocks." By examining their dialogue through Joos's framework, which includes Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style, this study aims to gain insights into their character development, motivations, and relationships, offering a structured analysis that contributes to both linguistic scholars.

Delving into the study of language styles within the webtoon "Get Schooled" using Martin Joos' theoretical framework can inform and enrich the reader about language style in the context of fictional narratives. By examining how characters employ various language styles and dialects, readers can understand the significance impact of language styles in character and story in fictional narratives. Using Martin Joos theoretical framework on how to identify language styles in certain dialogues within the webtoon, readers can benefit from better interpretation on character's intentions, relations, and social aspect within the Webtoon through language styles.

## 1.2. Statement of the Problem

In this thesis, the writer aims to explore the language styles used by Na Hwajin and Im Hanrim, the main characters in the webtoon *Get Schooled* written by Chae Yong Taek. The analysis will be based on Martin Joos' language style theory, as presented in his book *The Five Clocks*, which categorizes language into five distinct styles: Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. The primary focus is to identify and categorize the language styles of these characters according to Joos's theory, thereby gaining insights into their use of dialects and the implications of these styles in the narrative context.

## 1.3. Research Questions

Based on the background study above, this thesis formulates the research questions as follows:

1. What are the language styles used by Na Hwajin and Im Hanrim as the main characters in Webtoon *Get Schooled*?
2. What percentage of each language style is used by Na Hwajin and Im Hanrim?

## 1.4. Goals and Function

### 1.4.1. Goal

The goal of this study is to achieve answers from the research that wanted to be accomplished as follows:

1. To show different language styles used by Na Hwajin and Im Hanrim as the main characters in Webtoon *Get Schooled*
2. Identify the percentage of each language styles used by Na Hwajin and Im Hanrim as the main characters in Webtoon *Get Schooled*

#### **1.4.2. Function**

This thesis aims to inform readers about language styles by exploring the language styles utilized by Na Hwajin and Im Hanrim, the central characters in the webtoon "Get Schooled." By analyzing their communication through Martin Joos' language style theory, this study enhances comprehension of their characterization by providing insights into the dominant language styles prevalent in their interactions.

Through this analysis, readers gain a deeper appreciation of how language styles influence the portrayal of these characters, offering valuable insights into their roles, relationships, and the thematic development within the Webtoon "Get Schooled." This exploration underscores the significance of language style in shaping narrative dynamics and character dynamics, inviting readers to consider the nuanced ways in which language contributes to social interaction.

#### **1.5. Scope and Limitation**

The scope of this study is the language style used by Na Hwajin and Im Hanrim as the main characters in Webtoon *Get Schooled*. The language style theory used is proposed by Martin Joss (1967) in his book "The Five Clocks" which includes Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style (Joos, 1967).

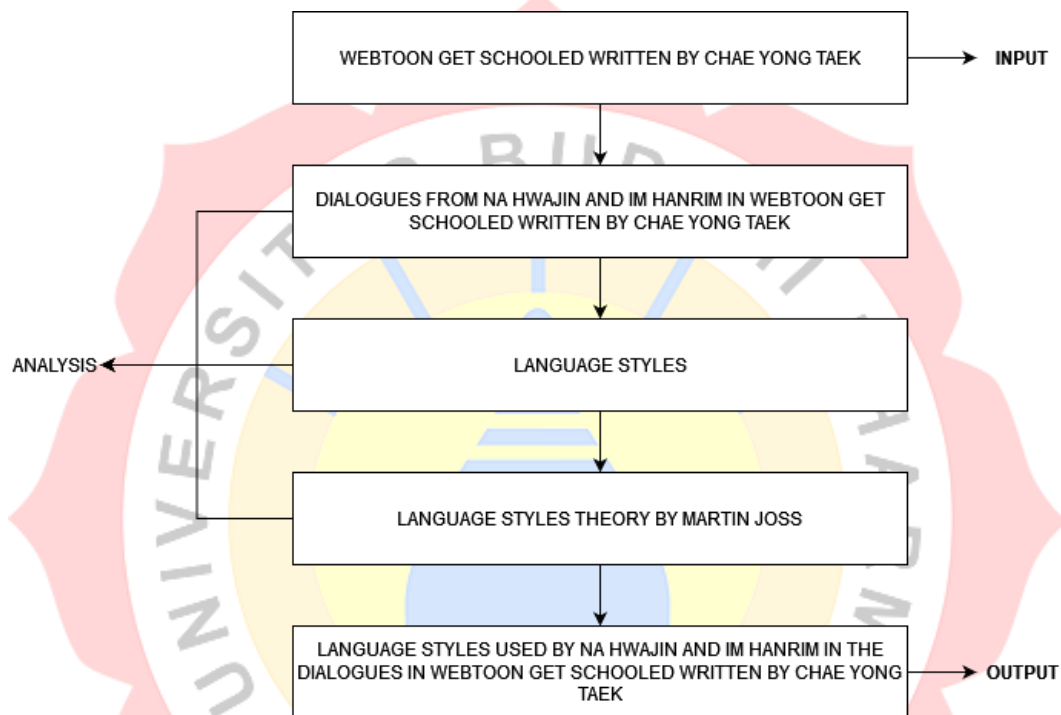
This study acknowledges several limitations. Due to time constraints, the analysis will be limited to the first season of the Webtoon, encompassing episodes 1 to 111. Additionally, the focus will primarily be on the dialogues of the main characters, Na Hwajin and Im Hanrim, as their dialogues provide sufficient data within the available timeframe for thorough analysis.

#### **1.6. Conceptual Framework**

The research methodology used for this study will use the Webtoon *Get Schooled* as the research object. This research object will be analyzed with the theory from Martin Joss about language styles to answer the research question for this study. The writer includes other references including books, journal articles, online



sources, and other academic resources as the support for this study. Using the main theory and other references, the writer would like to analyze the language styles used in the Webtoon *Get Schooled* written by Chae Yong Taek. From the data gathered, the writer synthesizes and gets the result of the language styles used by the main characters in the Webtoon *Get Schooled* written by Chae Yong Taek.



*Figure 1.1 Conceptual Framework*



## **CHAPTER II**

### **THEORITICAL BACKGROUND**

#### **2.1. Previous Study**

The writer found 3 previous studies which related to the topic of this thesis. First is from Maharani, D.D (2019) in the form of thesis. This study also used the movie “Wild Child” as the research object but took a different approach from the first study. This study examines the language style in the movie "Wild Child". The research focuses on analyzing the language styles of all characters in the movie, employing Martin Joos' five language styles theory. Using qualitative methods, data was collected by transcribing dialogue from the movie and categorizing it into five language styles. The study revealed four types of language styles, with casual style being the dominant one, while frozen style was not found in the movie. The researcher concludes that casual style prevailed with 97 instances, highlighting its significance in the film's communication dynamics (Maharani, 2019).

The second study comes from study from Azhar & Fitrawati (2023) who discussed about the analysis of language style used in Indonesian stand-up comedy shows. Their study aimed to analyze the language style used in Indonesian stand-up comedy shows, using Martin Joss's theory of five language styles: frozen, formal, consultative, casual, and intimate. The researchers employed a qualitative descriptive approach, analyzing five videos of Ridwan Remin's stand-up comedy on YouTube. The results revealed three styles used in the videos: frozen, formal, and intimate. Casual style was the most frequent (Azhar & Fitrawati, 2023), constituting 93.96% of all utterances, indicating that it is a characteristic feature of Ridwan Remin's humor delivery.

Lastly, the third study by Sitepu, Zahara, Putri and Rangkuti discussed about language styles used by Merry Riana’s Youtube channel on the playlist “Spoken Word”. The study aimed to determine the types of language styles used by Merry Riana in her motivational speeches and identify the dominant language styles. Data was gathered from three selected motivational speech videos on Merry Riana's

YouTube channel. Using a descriptive qualitative method, the researchers analyzed the data based on Martin Joss's five language styles theory. The findings revealed that Merry Riana utilized three language styles: formal, casual, and intimate. Among these, the formal style was the most dominant, with 64 instances out of 117 sentences analyzed (Sitepu, Zahara, Putri, & Rangkuti, 2023).

Referring to these three previous studies, it can be concluded that language styles have been a significant focus in research. All utilized Martin Joos's theory of five language styles, demonstrating the applicability of this framework across different media formats. Despite their similarities, this study distinguishes itself in two key ways. Firstly, while previous research focused on Indonesian or British media, this study examines a Korean Webtoon, offering a fresh perspective on how language styles are employed within Korean culture. Secondly, unlike the previous studies that analyzed data in its original language, this study uses data from the English-translated version of the Webtoon, allowing for an exploration of language styles through translated content.

## **2.2. Sociolinguistics**

The field that explores the intricate relationship between language and society is known as sociolinguistics (Maharani, 2019). The term "sociolinguistics" derives from two components: "socio," pertaining to social or societal aspects, and "linguistics" (Maharani, 2019), the scientific study of language. Sociolinguistics delves into the multifaceted ways in which language reflects, shapes, and is shaped by social dynamics, cultural norms, and interpersonal interactions within a given society. Sociolinguistics aims to understand language's role in communication and its correlation with social structures. Sociolinguistics focuses on studying language within societal contexts, analyzing language use and its correlation with social structures. It differs from disciplines like theoretical linguistics, psycholinguistics, and neurolinguistics, which concentrate respectively on the human mind, language acquisition and use, and the cognitive and biological aspects of language processing (Coulmas, 1998). Sociolinguistics treats language use as a social phenomenon and endeavours to establish causal links between language and society, exploring how

language contributes to community formation and how communities shape their languages through use.

Hudson (1996) delineates the difference between sociolinguistics and the sociology of language as a matter of focus: the former examines language within the context of society, aiming to understand the nature of language itself, while the latter reverses this perspective, investigating society through the lens of language. This contrast underscores the divergent orientations of these fields, with sociolinguistics aiming to uncover insights about language's role within societal structures, and the sociology of language probing how societal dynamics shape linguistic phenomena (Wardhaugh, 2010).

### 2.2.1. Language Styles

The writer employs Martin Joss' (1967: 11-32) classification of language styles, which delineates five language styles: frozen, formal, consultative, casual, and intimate (Joos, 1967). These styles are defined as follows:

#### 1. Frozen Style (Oratorical Style)

It is the most formal style used in formal situations and ceremonies such as in palace, church, speech of state ceremony, and some other occasions such as in palaces, church, speech of state ceremony, and some other occasions. This style is more elaborate than the other styles. The sequences of the sentence are complicatedly related. This style requires high skill and is almost used exclusively by specialists, professional orators, lawyers, and preachers (Joos, 1967).

*Example:* Stated in the Prayer - "Our Father" in Christianity.

*"Our Father who art in heaven, hallowed be thy name. Thy kingdom come, thy will be done, on earth as it is in heaven. Give us this day our daily bread, and forgive us our trespasses, as we forgive those who trespass against us. And lead us not into temptation, but deliver us from evil. For thine is the kingdom, the power, and the glory, forever and ever. Amen."*

## 2. Formal Style (Deliberative Style)

Formal style is defined as the style of language that is used for important or serious situations. It is also used in addressing an audience usually that is too large or permits effective interchange between speaker and hearers. The forms are normally and not as polished as those in an oratorical style such as a typical classroom lecture is often carried out in a formal style. Formal style is usually single-topic-oriented, and it is related to the fact that formal writing is technical. Formal style used in school by students, teachers, lecturer, and headmaster (Joos, 1967).

*Example:*

A TED Talk presentation on climate change, where the language is articulate, well-researched, and focused on presenting persuasive arguments, such as *"The data clearly demonstrates the correlation between rising temperatures and declining polar ice caps."*

## 3. Consultative Style

The consultative style is a style that which used in semiformal communication situations. It is one type of language which is required from everyday speakers. Consultative style is typically dialogue, though formal enough (semi-formal) that words are chosen with some business, translation, doctor-patient conversation, a meeting with the school principal, or any first meeting between strangers (Joos, 1967). Typically, consultative style speech is used between two people. While one speaks at intervals the others give short responses, mostly drawn from a small inventory of standard signals. There are basic parts of the system, among them are "Yes, No, Huh, Mm, That's right".

*Example:*

A business meeting where professionals discuss strategies, using polite language and short responses, such as *"Yes, I understand your point,"* or *"No, I disagree because..."*

#### 4. Casual Style

Casual style is a style that is used for conversation in relaxed or normal situations that is appropriate to the conversation with our friends or sometimes members of a family, such as outside the classroom when the students have a chat. Casual style is also characterized by the use of a first name or even nickname rather than a little name and last name in addressing one another (Joos, 1967). The pronunciation is rapid and often slurred, besides the use of slang. Another characterized feature is casual speech is the omission of unstressed words, particularly at the beginning of a sentence.

*Example:*

A group of friends discussing weekend plans at a barbecue, where the language is relaxed, informal, and may include humor and slang such as "*Hey guys, how about we hit the beach on Saturday? I heard the waves are killer!*"

#### 5. Intimate Style

Intimate style is a completely private language developed within families, lovers, and close friends. The intimate labels are dear, darling, honey, and even Mom, Dad, and other nicknames that might be used in this situation. Intimate style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characterized, it is often unintelligible smallest social units (Joos, 1967).

*Example:*

A private conversation between romantic partners, where terms of endearment and personal inside jokes are used, such as "*Hey babe, remember when we went on that crazy road trip?*" or "*I love you more than words can express, sweetheart.*"

### 2.3. Webtoon

LINE Webtoon, also known simply as Webtoon, is a digital comic platform accessible for free (Lestari & Irwansyah, 2020). Unlike traditional comics, LINE Webtoon offers digital content that is updated continuously with new releases every week. These digital comics can be accessed through web browsers or mobile devices, supporting both iOS and Android systems. Founded by Kim Junkoo in 2004 in South Korea, LINE Webtoon was conceived as a response to the decline of comic publishing in South Korea due to economic downturns and government concerns about the influence of comics (Lestari & Irwansyah, 2020). Junkoo aimed to change this perception by introducing LINE Webtoon, providing easy and free access to original comic content for readers. Initially launched as NAVER Webtoon, in alignment with its parent company Naver Corporation, LINE Webtoon later expanded globally through a partnership with LINE Corporation, a Japanese-based technology company. This collaboration facilitated the launch of LINE Webtoon in various countries. LINE Webtoon categorizes its comics based on genre and age groups. Genres range from drama, fantasy, comedy, action, romance, to horror. There are distinct differences between LINE Webtoon and conventional comics in terms of characteristics and elements (Lestari & Irwansyah, 2020):

#### 1. Vertical Scrolling and Sequential Presentation

LINE Webtoon is read vertically from top to bottom without interruptions, utilizing the dominant touchscreen interface of smartphones. This format is believed to aid quick comprehension and evoke feelings akin to watching short films.

#### 2. Nonlinear storytelling

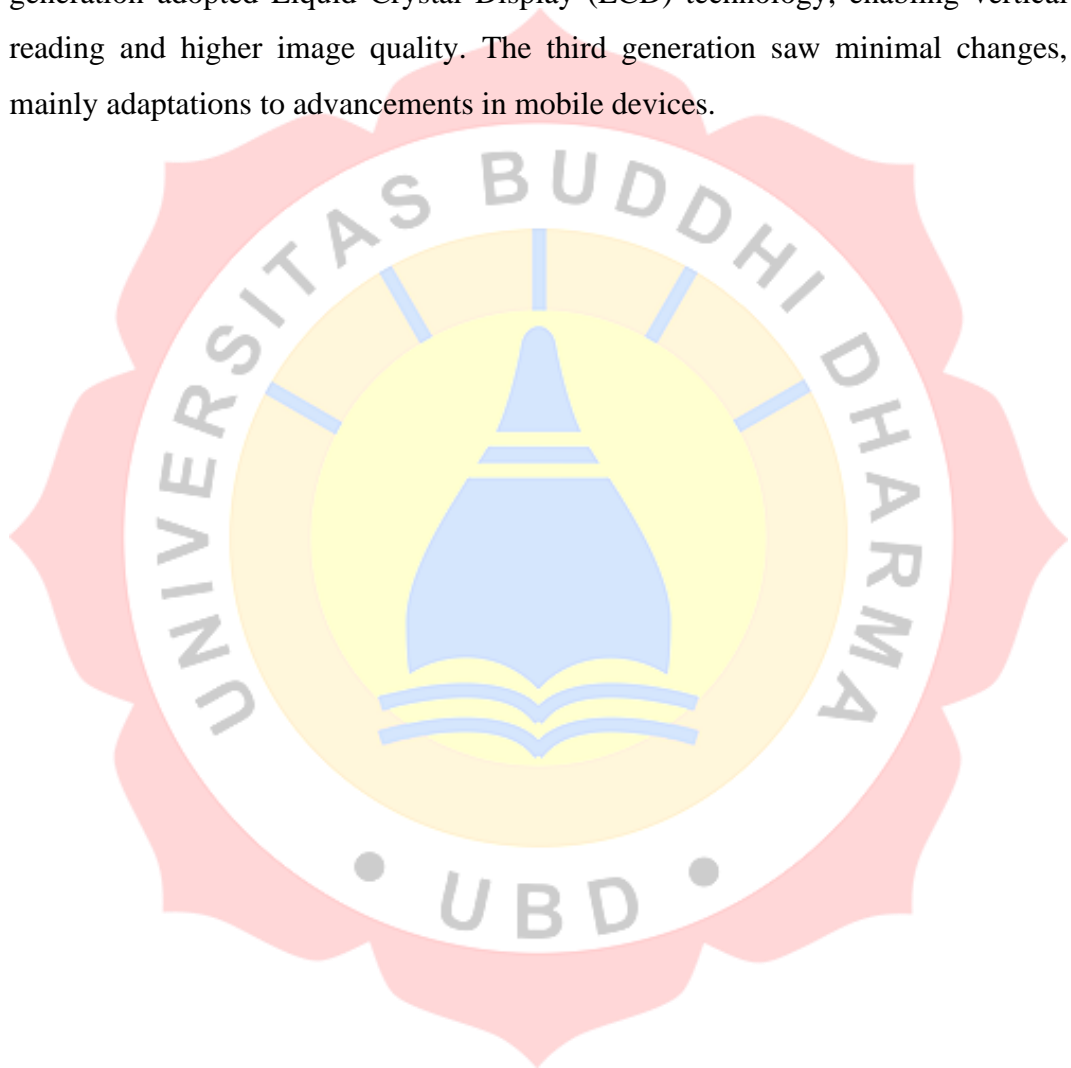
Each episode of LINE Webtoon concludes with a comment section where readers can provide feedback directly to the creators.

#### 3. Sound and interactive motion

LINE Webtoon employs FX Toon technology to incorporate sound and moving images into the comics, enhancing the reading experience.



South Korea has been a frontrunner in internet and communication technology development, leading to the emergence of Webtoons, digital adaptations of manhwa (Korean comics). Webtoons leverage digital technology and online platforms, offering free access while complying with legal regulations. The evolution of Webtoons can be traced through three generations. The first generation utilized Flash technology for image and animation manipulation. The second generation adopted Liquid Crystal Display (LCD) technology, enabling vertical reading and higher image quality. The third generation saw minimal changes, mainly adaptations to advancements in mobile devices.



## **CHAPTER III RESEARCH METHODOLOGY**

### **3.1. Research Approach**

Qualitative research is an approach that aims to understand the detailed views, attitudes, feelings, and behaviors of individuals or groups comprehensively and deeply. This approach forms a holistic and complex picture, often expressed through detailed descriptions and words. Qualitative research employs methods such as open interviews, observation, and documentation to collect data, enabling researchers to develop a rich and detailed understanding of the subject being studied. Unlike quantitative research, which relies on statistical analysis, qualitative research focuses on interpreting and understanding the meaning of the data obtained, making it suitable for exploring complex phenomena like language use.

Qualitative approach was chosen for this study because it allows the researcher to obtain descriptive results from the data used. Given the characteristics mentioned above, qualitative research utilizes analytical approaches for the data obtained. These analytical approaches are suitable for the data in this research, which consists of dialogues. The dialogues will be analyzed using descriptive methods through Martin Joos's theoretical framework of language styles. Therefore, a qualitative approach was chosen.

### **3.2. Research Object**

In this study, the writer chose the webtoon titled *Get Schooled* as the research source. *Get Schooled* is a webtoon by Chae Yong Taek published in 2021. For this study, the researcher limits the data source to only Season 1 of the webtoon, consisting of episodes 1 to 111 as of 2023. In webtoons, an episode refers to an individual unit or segment of the story that is released sequentially. Each episode typically contains a specific segment of the narrative and often ends with a cliffhanger or conclusion that entices readers to continue to the next episode. Episodes are usually presented in a digital format and updated regularly on webtoon



platforms. To read webtoons, you can visit websites such as <https://webtoons.com>, which is an official platform offering various genres and series. Alternatively, you can download the app from the App Store or Google Play Store on your phone.

### 3.3. Material

This thesis examines the language styles of Na Hwajin and Im Hanrim, key characters in the action genre webtoon "Get Schooled" by Chae Yong Taek, featuring art by Han Garam and initially serialized on Naver. Set against the backdrop of various educational institutions including high schools like Gu-un High Tech High School and Seungyeon High School, as well as middle and elementary schools across Incheon, Seoul, and Gyeonggi during its first season, the webtoon revolves around the Teachers' Rights Protection Agency (TRPA) with a focal point in Sejong City. Na Hwajin is portrayed as a strict, justice-driven authority figure within the educational system, while Im Hanrim's character challenges norms with her rebellious demeanor.

As for the theoretical sources, the writer obtain these information from sources in Internet, books, and journal article. All the reference regarding the webtoon and language styles used as the basis of this research. The main theory used for this research is Martin Joos' five language styles theory which includes Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style (Joos, 1967).

### **3.4. Data Collection Method**

To gather, document, and assess accurate insights for research, the author employs the following procedure:

1. The researcher reread the Webtoon Get Schooled by Chae Yong Taek from episode 1 to 111
2. The researcher observed all the written dialogue from Na Hwajin and Im Hanrim
3. The researcher wrote all the written dialogue
4. The researcher grouped all the dialogue to Na Hwajin and Im Hanrim
5. The researcher then will use the collected dialogue as data to be analyzed

### **3.5. Data Analysis Method**

1. The researcher gather characteristic of language styles based on Martin Joos' five language styles theory which includes Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.
2. The researcher categorize each dialogue from Na Hwajin based on the characteristics obtained.
3. Next, the researcher categorize each dialogue from Im Hanrim also based on the characteristics obtained.
4. After the categorization done, the researcher determined what are the language stles used and what are the dominant language styles used by Na Hwajin and Im Hanrim
5. Finally, the researcher make conclusion based on the obtained result