

CHAPTER I

INTRODUCTION

A. Background of Study

As we know, language is used in order to communicate one with another. Human communicate in both spoken and written language. To communicate to people around or other people, a language is needed. This is sometimes characterized as a systematic relationship between types of signs and specific meanings (Brown & Attardo, 2006). Language use is perhaps one of the most interesting aspects of human interaction. Language also helps people to communicate with each other and it can give some kinds of information. A systemic method in which individuals relate to using a symbol to create a meaning then also to interpret it is called communication (Wood, 2004). As we can see from the verse below:

أُولَئِكَ الَّذِينَ يَعْلَمُ اللَّهُ مَا فِي قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ وَعِظْهُمْ
وَقُلْ لَهُمْ فِي أَنفُسِهِمْ قَوْلًا بَلِيغًا ٦٣

The word Qaulan Baligha in Tafsir Al-Maraghi is defined as words that want to impart an impression in a person's soul. For researcher, the word Qaulan Baligha has the meaning of effective use of words, right on the target, communicative in nature, easily understood by the interlocutor, uncomplicated or to the point. For the purpose of proper communication, a

person must be able to adjust his speaking style based on the time and place as well as with whom he communicates so that the interlocutor can understand the meaning of what he is saying. One material about style of speech is style-shifting in the language variation field and is a branch of the sociolinguistics discipline.

Sociolinguistics is the study of language in relation to society. Sociolinguistics is a branch of linguistics which studies all aspects of the relationship between language and society. Sociolinguistics is also study of linguistic variables which require social factors in their explanations such as phonological, morphological, syntactic, lexical and in this case is the style-shifting. Sociolinguistics is closely related to analyzing the interaction between language and society which aims to increase a better understanding of the structure and function of a society (Wardhaugh, 1986). Sociolinguistics examines a language that exists in the interaction between language and society, more specifically the speech community in that language (Rahardi, 2001). As mentioned earlier that in the branch of sociolinguistics there is a theory of language variation which later produces the style-shifting theory. Variations of language are the cornerstones of sociolinguistics. The study of language variation is an important part of sociolinguistics, to the extent that it requires reference to social factors. Languages vary from one place to another, from one social group to another, and from one situation to another. Language variations occur in bilingual or multilingual societies in a particular region so there language deviation

contains in it. This will only happen if there is interaction. Existing social interaction is due to talk activity between speakers and speech partners. The purpose of learning a language that is used in social life is to find out what causes language variation (Sunahrowi, 2007). In this case, researcher choose to conduct a research about style shifting. The style-shifting is part of language variation. The style-shifting is the ability to change language that is relatively subtle when saying something in language commonly used in response to different situations or interlocutors with the aim of adjusting the context.

The concept of style-shifting is generally used to refer to a change in language varieties which involves only the code-markers, i.e. variable features associated with social and cultural dimensions, such as age, sex, social class, and the relationship between speakers. The functions of style-shifting are related both to the discourse context and the broader institutional context. There are no single-style speakers. Even speakers who live in relative isolation display a range of speech styles – that is, they engage in style-shifting. This is because language variation is intricately tied to social meaning. On one level, social meanings and their associated linguistic usages may seem to be relatively fixed. a speaker may use language based on their region of origin, their social class, ethnicity, and/or gender. For example, with regard to the lexical aspects of style-shifting, some expressions are relatively neutral in respect of the kinds of contexts in which they are likely to occur. Some are identifiable as unlikely to be used in

formal circumstances, whilst others are unlikely to be associated with informal communication. A real example that we often find in the environment around us is when a child doing his activities in school, his status changes to be a student and when speaking to his teachers, he is always careful in issuing words for the application of polite attitude towards the teacher. Whereas, when the child is out of school or in school area but only with his friends, the child changes his speech style and tends to be free in speaking out while speaking to his friends.

Based on the definitions of language variation above, especially about style-shifting, the researcher interested in researching about style-shifting which is aimed to examine style-shifting deeply so that readers are able to understand and use it to communicate properly, correctly and fluently. The researcher focuses on examining the type and the frequency of style-shifting that used by Rumpletiltskin in the drama. The reason researcher is only examining one character is because in the drama Once Upon A Time Season 2 only Rumpletiltskin was identified that often changing his speech style, which we can call Style Shifting, when talking to people in drama rather than other characters. Then, the reason researcher is interested in researching the drama "Once Upon A time" compared to other English dramas is because the language of conversation of the characters in this drama is easy to understand because using daily vocabularies and the next reason the researcher chose this drama is because this drama can be used as a medium of learning English for students because it can make

students more interested in learning and living a learning especially learning English.

For those reasons above, the researcher is interested to conduct a research entitled “**A Style-Shifting Analysis of Rumpletiltskin Speech in ‘Once Upon A Time’ Drama Series**”.

B. Research Questions

Based on the background of the research, the research question of this research is formulated as

1. What are the kind of speech style used by Rumpletiltskin in the drama?
2. What are the kind of style-shiting used by Rumpletiltskin in the drama?
3. How often Rumpletiltskin uses the style-shifting in the drama?

C. Objectives of Study

Based on the research question above, the objective of this research are:

1. To identify and describe the type of speech style that used by Rumpletiltskin

in the drama.

2. To identify and describe the type of style-shifting that used by Rumpletitskin in the drama.
3. To identify the frequency of style-shifting that used by Rumpletitskin in the drama.

D. Significance of Study

1. For English Department

It is hoped that the results of this research can become additions of references about research relating to style-shifting in the English Department. Although research on sociolinguistics and style-shifting are fairly general, this topic can still be used as a research topic for students.

2. For English Language Teaching

It is hoped that the results of this study can be a contribution in terms of knowledge and the application of style-shifting orally for English teachers when they teach and speak well to students, students' parents and other teachers in the future.

3. For the Researcher

It is expected that with this research, researcher can find new insight about sociolinguistics, especially the knowledge and application of style-shifting. Researcher can better know the form of style-shifting for every kinds of it and the utilization of it.

E. Definition of Key Terms

For the purpose of avoiding misunderstanding or misinterpretation, the following important terms need to be defined.

1. Style-Shifting

Bell defined style as “essentially, a speaker’s response to their audience” (1984:145). Then in this research style-shifting means generally used to refer to a change in language varieties which involves only the code-markers, i.e. variable features associated with social and cultural dimensions, such as age, sex, social class, and the relationship between speakers in this drama.

2. Rumpletiltskin

Rumplestiltskin, is a character on ABC's Once Upon a Time also known as Rumple, the Dark One, and the Crocodile, later known as Mr. Gold played by Robert Carlyle.

3. Once Upon A Time' Drama Series

Once Upon a Time is an American fantasy drama television series on ABC channel which debuted on October 23, 2011, and concluded on May 18, 2018.