

CHAPTER II
REVIEW OF RELATED LITERATURE
AND THEORITICAL FRAMEWORK

2.1. Review of Related Theory

2.1.1. Sociolinguistic

According to Janet Holmes (2013), sociolinguistics is the study of how language is used in different social contexts and what it says about the roles and relationships of the people involved. In addition to being a tool for communication, Holmes emphasizes that language is a particularly effective instrument that influences and reflects the social structure and dynamics of a group.

Because sociolinguistics has a strong connection to the use of language and how it is implemented in society, it also plays a vital role in the scope of language (Ramadan et al., 2022). Rather than being meaningless, these differences reveal social relevance and often reflect underlying power structures and norms. In this case, it is important to analyze the use of language in everyday life in order to understand how people use speech to manage relationships and shape identities. To better understand these variations, Holmes introduces the concept of social dimensions,

which provides a structured way of analyzing how social factors influence language choices.

Social factors are the basic elements of an interaction and contain information as to why someone speaks in a certain way when they are in a particular situation or with a certain someone. Participant refers to who is speaking, who they are speaking to, and what kind of relationship there is between the speaker and the listener. Holmes (2001), cited at (Lufia & S, 2025), adds that the speaker's age and status in society influence the language style they employ. For example, someone will speak differently when talking to close friends or family, compared to when talking to their boss, because each different relationship will have different expectations and manners.

From participant social factors, it is possible to explore and delve deeper into the social dimension that occurs. This approach highlights that social ties, context, and communication objectives all influence a person's language choice in addition to linguistic structure (Idayanti & Thamrin, 2025). It is this social dimension that then addresses the hidden meanings and relationships between the speaker and listener in the way they speak. According to Holmes, when the participant is more prominent, the occurring

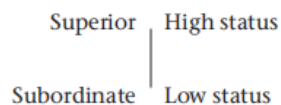
social dimensions are either social distance or status scale. Social distance is the level of closeness or distance between people involved in a dialogue. This scale serves to highlight how well someone knows the person they are talking to. When someone has a high level of solidarity, it can be said that they have a strong emotional bond or intimate, whereas when someone has a low level of solidarity, it can be assumed that their relationship is not close or distant.

■ The solidarity–social distance scale



Meanwhile, the status scale focuses on the power or social gap between people involved in a conversation. This difference in status usually affects how someone controls the flow of conversation and whether they can be direct or not. In the status scale, when someone has a higher status, they will be seen as superior, while when someone has a lower status, others will view them as subordinate.

■ The status scale



2.1.2. Language Style

One of the most prominent models for classifying language style was first presented by (Joos, 1967) and is still used today in sociolinguistics. Language style, according to Joos, is the degree of formality or informality in written or spoken communication that depends on the relationship between interlocutors as well as the context and goal. Five different linguistic styles are recognized by Joos: consultative, intimate, frozen, formal, and casual.

a) Frozen style

Frozen style is the most formal, rigid, and unchangeable style of language. Usually, this type of expression is employed by professionals and requires specific knowledge (Pangaribuan & Marpaung, 2024). Hence, this style is usually considered absolute; it is commonly used in ceremonies, historical documents, rituals, prayers, courts, and so on. The words used in this style of language can also be seen from how complex, and in addition, the language used is often not everyday language, for example, *“The court finds the defendant guilty as charged.”*

b) Formal style

Formal style refers to a structured, objective, and polite style of language. This style of language usually appears in institutional contexts, such as work environments, professional settings, formal meetings, speeches, and so on. The purpose of this formal style of language is to convey information clearly and coherently without involving emotional or personal elements. Unlike the frozen style, which tends to be fixed and ritualistic, the formal language style is still more flexible and contextual.

c) Consultative style

Consultative language style is a style used in semi-formal situations and when the people involved do not have a close relationship, but still need to maintain politeness due to differences in roles and status. This style of language is typically used in consultative conversations, such as between doctors and patients, superiors and subordinates, teachers and students, and the like. It is also characterized by the use of complete but not rigid language and the allowance of short but clear responses such as “yes,” “no,” “okay,” and so on.

d) Casual style

Casual language is a variety of language used in informal and relaxed situations, usually between people who have a close relationship or social equality. This style of language is most commonly found in everyday conversations between friends and peers. Casual language is usually characterized by the use of incomplete sentence structures, slang, contractions such as “gotta”, “wanna”, or even idioms, which are spontaneous in nature. Using one's first name or even a nickname instead of a first and last name while addressing someone else is another characteristic of casual style (Athira Putri & Halim, 2022). This is because speakers do not pay too much attention to correct grammar rules due to their closeness and shared understanding.

e) Intimate style

Intimate language refers to the variety of language used in very close and intimate relationships, such as between family members or couples. This style of language is private and often only understood and accepted by those involved in the relationship. This style of language is usually characterized by the inclusion of several things that describe their closeness, such as the use of terms of endearment like

“*baby*,” “*honey*,” or “*love*,” private nicknames that are only common in family settings, such as “*mama*” and “*papa*,” (Wijaya et al., 2021) the use of a soft tone of voice, and even

inside jokes and implied meanings that cannot be understood by outsiders. This style of language also does not depend on the use of correct sentence structure, but rather on shared knowledge and emotional closeness.

Overall, the variations in language style coined by Martin Joos provide a coherent and structured framework for understanding the use and shift of an individual's language style when in a particular social context, as well as the relationships that can be inferred from the interactions that occur.

2.1.3. Politeness Strategies

Politeness strategies are a way for someone to speak politely to show respect and avoid conflict so that a relationship can continue. Politeness is also used to save “*face*,” which is how someone wants to be perceived. Brown and Levinson also mention the existence of FTA or Face-Threatening Act, which refers to actions that are contrary to the wishes and desires of the other party and end up making them uncomfortable and threatening the “*face*”

that they have built and maintained. Human politeness behavior was categorized into four different strategies, namely bald on record, positive politeness, negative politeness, and off-record.

a) Bald on record

Bald on record is when someone speaks straight to the point and does not worry about politeness and tone. This strategy is usually used when the clarity of the message is more important than the tone or choice of words used. Although direct, this strategy does not always have the intention of being rude and disrespectful to others, but rather the speaker prioritizes the effectiveness of conveying information. An example of this is when a boss gives orders to his subordinates or in an emergency.

b) Positive Politeness

Positive politeness occurs when the speaker wants to show solidarity, warmth, and inclusiveness to the other party and make them feel appreciated and valued. This strategy is used to protect the "*positive face*" of the interlocutor by showing closeness between the speaker and the listener. Positive politeness not only conveys familiarity but also serves as a form of social booster, indicating the speaker's desire to get

closer to the hearer (Wayan & Wahyudiantari, 2022). Forms of positive politeness can be seen in 15 sub-strategies of positive politeness, namely noticing and paying attention to the listener, exaggerating, intensifying interest in the listener, usage of in-group identity markers, seeking agreement, avoiding disagreement, presupposing/raising/asserting, joking, asserting the speaker's knowledge and concern for the listener's wants, offering and promising, being optimistic, including both the speaker and listener in the activity, giving or asking for reasons, assuming reciprocity, and giving gifts to the listener.

c) Negative Politeness

Negative politeness is a strategy of politeness that aims to respect the “*negative face*” of the other person, where “*negative face*” here refers to a person’s desire to have freedom of action without feeling restricted or forced. When applying negative politeness, speakers usually frame their sentences as questions, express uncertainty, or even use apologies in their statements to minimize the burden of speech. The language used also tends to be more controlled and structured, which indicates an inequality of status and a

significant social distance. By using negative politeness, speakers try to maintain politeness while still conveying their meaning without disturbing the freedom and comfort of their interlocutors. There are 10 strategies used in negative politeness, namely, be conventionally indirect, use a question or hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonalized speaker and hearer, state the FTA as a general rule, nominalize, and go on record as incurring a debt or not indebted hearer.

d) Off-Record

An off-the-record strategy is when someone conveys their meaning indirectly and ambiguously so that the responsibility for interpretation is left to the listener. In this strategy, the speaker avoids expressing their meaning explicitly in order to avoid direct commitment and reduce the threat to the listener's "face" if the message is rejected or ignored. This strategy usually arises in situations with considerable social distance or when the speaker wants to remain polite but does not explicitly make a request or criticism. In off record, 15 sub-strategies can be applied, namely give hints, give association clues, presuppose, understate, overstate, use tautologies, use

contradiction, be ironic, use metaphors, use rhetorical questions, be ambiguous, be vague, over-generalize, displace the hearer, and be incomplete and use ellipsis.

In conclusion, Brown and Levinson's politeness strategies provide a suitable framework for analyzing how people maintain their relationships and how they preserve their own "face" and that of those around them. By recognizing how people choose between existing strategies, the researcher is not only able to see how they negotiate respect, rank, and connection, but also what they wish to convey.

2.2. Previous Studies

A language style analysis was done by Fernanda Ega Indahsari, Yanti Sri Rezeki, and Eka Fajar Rahmani (2023) entitled "*An Analysis of Language Styles Used by The Main Character in The Great Debaters Movie.*" The researchers aim to find out the types of language styles and the dominant language styles used by the main character of the movie. The study itself shows that not all language styles are used in *The Great Debaters* dialogues. Out of 48 data from the movie, there are 0 dialogues in frozen style, 7 in formal style, 30 in consultative style, 8 in casual

style, and 3 in intimate style. The researcher also discovered that there are 3 social factors that influenced the main character's language styles, which are participants, setting, and topic.

Another research regarding this topic was also conducted Annisa Siska Febrianti, Atik Muhimatun Asroriyah, and Berlin Insan Pratiwi (2025) entitled "*An Analysis of Language Style in Raya and the Last Dragon Movie (2021).*" The purpose of this study is to understand how language contributes to character development and narrative progression. The result of this study reveals that out of 70 data points from the movie, there are 1 frozen style, 25 casual styles, 25 consultative, 15 intimate, and 4 formal styles. According to the data, casual style and consultative is the most dominant one as it reflects the character's need for interaction and relationship building.

Similarly, a study by Devi Putri Hartika and Ardik Ardianto (2024), entitled "*Who the Hell are You?: Language Styles and Politeness in the Film Enola Holmes,*" also examined the use of language styles in film. This research aims to identify the language styles used in the film Enola Holmes and explore the elements influencing the language style used by characters in the film. Based on the findings, there are 161 casual language style data,

followed by consultative with 54 data, intimate style with 28 data, formal style with 7 data, and no frozen style. It is also stated that the use of this style was primarily influenced by politeness theory, which emphasizes the importance of demonstrating respect and maintaining boundaries in communication between interlocutors.

2.3. Theoretical Framework

This study employs Martin Joos' language style theory, which states that there are five distinct language styles: frozen, formal, consultative, casual, and intimate. This theory demonstrates how characters change their communication techniques based on the audience, the circumstances, and goals, and offers an organized categorization of the different communication formality levels.

To highlight the importance of analyzing language style in relation to its social context, Janet Holmes' theory of social factors and social dimensions is applied here, where researchers focus on the social factors of participants to see who is involved in the interaction, then examine which social dimensions are dominant among the status scale and social distance scale to see the relationship between the speaker and the listener.

Then, Brown and Levinson's theory of politeness was also applied in this study to examine the politeness strategies of bald on record, positive politeness, negative politeness, and off record to see how the characters in the film negotiate and acknowledge status, authority, and solidarity in their interactions. Using these three theories, the researcher can see the differences in status between characters in this film based on the choice of words and style of language used.

