BEAUTY CONCEPT REPRESENTED IN WARDAH "FEEL THE BEAUTY" VIDEO ADVERTISEMENT : SEMIOTICS APPROACH

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ABSTRACT

The purpose of this study was to analyze the types of speech styles used by the main characters in the Hidden Figures movie and the factors governing the use of specific speech style. According to Joos (1967) there are five types of speech styles; frozen, formal, consultative, casual, and intimate. The study only focuses on the conversation between the main characters with colleagues and family. The descriptive qualitative approach proposed by Ary et al (2010) was used in this research. The data considered for the study was the movie's subtitles. Hereafter, the utterances classified based on their features of speech styles. The present study found that five types of speech styles have been used in the film. The most used speech styles are formal and casual. The factors govern the use of certain speech styles are the following: the social background of the addressee, speech convergence, and age of the addressee.

Keywords: Speech Style, Factors Triggering, Main Characters, Hidden Figures.

1. INTRODUCTION

Language plays a crucial role in life. It is a medium of communication for all of people. Language cannot be separated from society, this phenomenon is studied in Sociolinguistics. According to Wardaugh and Janet (2021), the terms of sociolinguistics means the study of daily life-how people use language in conversation, social media interactions and how the language is influenced. Therefore, language cannot be separated from life. In expressing ideas, people has different own style. People tend to use a particular choice of code or varieties in communication called style. Based on Holmes (2013) stated that style is a choice of code or variety that affect by the addressees and context. Speaking styles could change by many factors such as; age, context, addressee, etc. As mentioned by Joos (1976) speech style refers to the types of language used by the speaker by the degree of formality. The phenomenon of speech style occurs in many media such; as movies, vlogs, radio, talk shows, and many more. A movie or film is a visual art form used to simulate experiences that communicate ideas, issues, and stories. It can carry out to entertain and educate people. Moreover, movie brings such a massive impact on viewers; it can change their mind set about certain understandings.

In this study, the researcher aims to analyse the speech style used by the main characters in the movie Hidden Figures.

The movie was chosen as an object of the research due to base on a real story that occurred in the 1960s in America. The movie presented the three Afro-American women who worked at NASA and became the brain behind the launch of astronaut. The movie published in December 2016. It was adapted from Margot Lee Shetterly's book called Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race. The three main characters got segregated by race because they are colored group. In the end, the three Afro-Americans reached out the dream positions and become the brains behind one of the greatest history: the launch into orbit of astronaut John Glenn.

Since speech style is widely used in daily life. Therefore, this research aims to define what kind of speech styles used by the main characters. Also the factors triggering the main characters to use particular speech styles. The researcher only focused on the three main characters Dorothy Vaughan, Kathrine Johnson, and Mary Jackson.

Regarding this topic, there are some similar studies regarding the use of speech styles. First, the studies of speech styles done by Anggraeni (2019) entitled An Analysis of Speech Styles Used by Boy William's Vlog on Nebeng Boy with Jokowi Episode. The writer found that there were three types of speech styles in 104 utterances which are formal, consultative, and casual. Next, factors influenced the used of speech by speakers and interlocutor are social background of addressee and age of addressee.

Second, Miraza (2019) Brawijaya University student. His work entitled An Analysis of Speech Style Used by The Main Character August Pullman in The Movie Wonder. There are 103 utterances produced by the main character. Mostly, the main character used three types of speech styles; casual, intimate, and consultative. For some factors influence the main character's use of certain speech styles age of the addressee, the social background of the addressee, and speech convergence.

Third, previous study from Anggraini, Inggrid (2018) entitled An Analysis of Speech Styles Used by the Judges on Asia's Got Talent Show Season 2017. Based on the findings, found 40 utterances with three types of speech styles which are consultative, casual, and formal. Later, there are three factors triggering judges use certain speech style; the age of the participant, the social background of the participants, and speech convergence.

SPEECH STYLE

Speech style is also known as style-shifting. According (Mayerhoff, 2006) stated that style-shifting is a way speaker produces speech that correlates with the differences of the addressee, aims, and many more. According to (Joos, 1967: 156) mentioned speech style is the form of the language which the speaker uses and depends on the degree of formality.

TYPES OF SPEECH STYLE

Martin Joos (1967) in his theory called The Five-Clock mentioned that speech styles divided into five types such as frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Speech Style
   Based on (Joos 1967:64) asserted that frozen speech style is characterized by long sentence with complex grammatical and vocabulary. It use in the setting of ceremonial, president speeches, preaching, and prayer.
   i.e.
   Kathrine : Dear Lord! Thank you for this meal. We ask your bless.
2. Formal Speech Style
   Communication is one way with little or no need for feedback from the audience. In other words, formal style is designed to inform its dominating character. It means that the words chosen in a formal style is also extensive, using standard speech, low-tempo speech, and avoidance of the use of repetition. There are several code labels such Can, Might, May and many more.
3. Consultative Speech Style
   Consultative style supplies a background of information and the listener participate fully (Joos, 1967:33). It means that the speaker provides a certain background of information just in case may have a different concept. In addition, it is allowed to respond spontaneously e.g. sorry?, hmmm, yeah etc. (Chaer and Agustina, 2004:70)
4. Casual Speech Style

Referring to (Joos, 1967:154) casual style defines as an informal style mostly used when a speaker talks to friends, family, or certain people but does not have a close relation. There are two features of casual style ellipsis and slang. i.e. kind of become "kinda" and got to become "gotta" and let me become "lemme", "Thank you" (Consultative style), and "Thanks" (Casual style).

5. Intimate Speech Style
   Intimate style is a style that private language or utterances to communicate with a certain group of people. This style is commonly used by family, couples, and person who has a close relationship. There are two type's characteristics in intimate style; jargon and extraction. i.e. baby, my love, sweety pie or any other endearing terms.

FACTORS INFLUENCE THE USE OF SPEECH STYLE

The addressees become the main point of the speaker to decide what type of speech style they will use. Related to Holmes (2013) asserted that addressees become an influence in the use of speech style, there several factors that affected the use of speech styles.

1. Age of Addressee
   People will talk differently to a person if the interlocutors or addresses have different age. The way adults talk to children, adults talk to the elderly and talk to person of the same age will have their own features. For instance, adults who talk to a person who is younger than them will use simple vocabulary rather than complex vocabulary.
2. Social Background of Addressee
   According to Holmes (2013), speakers tend to have different pronunciations when they talk to someone who has different social status. The situation of different social backgrounds affects the way the speakers speak. It means when speakers talk to the middle or higher social class, they will tend to use a formal style and use clear pronunciation rather than talk to the lower social class.
3. Speech Convergence
   Speech Convergence is related to the process of accommodation. Holmes (2013) expressed that the speech of each speaker becomes similar when they are talking to each other. This occurs because the speakers want to accept the addresses easily. Fundamentally, speech convergence is a process of imitating each other speaking style to build a comfortable vibe.
4. Speech Divergence
   Otherwise, speech divergence is the opposite of speech convergence. Speech Divergence is a discomfort situation where the speakers might disagree with certain speech styles used by the addressees. Then there is no intention for the speaker to accommodate the speech. These factors occur because there is a difference in accent, which creates a misunderstanding between the speaker and interlocutors.
5. Stylization
   Stylization is a term where the speaker uses higher or stronger performance in their speaking style. For a sample, the speaker who likes to imitate different accents, an American master ceremony imitates a British accent to entertain the addressees.

2.   RESEARCH METHOD

In this study, the researcher uses a descriptive qualitative approach as the main design of conducting this research. The material used for analysis can be from a newspaper, textbooks, speeches, television shows, and so forth" (Ary D, 2010) The primary source of

the data from Hidden Figures movie with duration 2 hours 6 minutes 44 seconds. The researcher downloaded it from Google TV.

After the data collected, there were some steps in analyzing the data, as follows: First, identifying the utterances used by the three main characters into categories of speech style based on Joos' theory (1967) Second, classifying the utterances collected in previous step based on the type of speech styles. Third, categorizing every utterance based on addressees family, and cliques. Fourth, counting the frequency of the utterance based on its types. Fifth, analyzing factors that influenced the main characters using particular types of speech styles based on Holmes' theory (2013) Lastly, the researcher provided the context in result so the reader will understand the situation in the dialog.

Research Instrument

No.	Utterances	Time frame	Type of Speech Style					Context
			Fr	Fo	Co	Ca	In	
1								
2								
3								

The table use for analysis type of speech style and its contexts in Hidden Figures movie. The code given for each type of speech styles; Frozen (Fr), Formal (Fo), Consultative (Co), Casual (Ca), and Intimate (In).

3. FINDING AND DISCUSSION

Briefly, the result of this study showed there are 93 utterances used by the main character. Those are 41 casual speech styles, 30 formal styles, 13 consultative style, 7 intimate style, and 2 frozen style. Casual and consultative style is most common style used by the main characters to interact with their family and colleagues.

FORMAL SPEECH STYLE

Referring to Joos' theory (1967) asserted that formal speech style has characteristic; words chosen and extensive, using standard speech, low-tempo speech, and avoidance of the use of repetition. There are several code labels such Can, Might, May and many more.

Table 1.
Formal Speech Style

Data No.	Utterances	Time Frame	Context
6	Mrs. Mitchell! If I could ? My application for supervisor my application for supervisor, ma'am. Was just wondering if they're still considering me for that position.	12.04-12.10	Dorothy asked Mrs. Mitchell as the secretary of East group about her application for a supervisor
12	Excuse me ma'am. Mr. Harrison's computer reporting.	17:12-17:14	Kathrine reassigned from west computing group to space task group division.
14	Yes, I do sir	18:25-18:27	Mr. Harrison was asking Kathrine if she could handle analytical geometry.
18	May I ask where the ladies' room is ?	21:21-21:24	Kathrine was asking Ruth for where colored toilet around there

67	If I could attend the briefings, I'd be more useful for the project.	1:18:42-1:18:44	It refers to Kathrine asking for permission to Mr.Standford attend to John Glenn' trajectory

CASUAL SPEECH STYLE

Referring to (Joos, 1967:154) casual style defines as an informal style mostly used when a speaker talks to friends, family, or certain people but does not have a close relation. There are two features of casual style ellipsis and slang.

Table 2.
Casual Speech Style

Data No.	Utterances	Time Frame	Context
29	Katherine : Y'all get some rest, okay?	31:10 – 31:12	Kathrine command her daughters to sleep soon
34	Mary : I don't wanna talk about this again, okay?	33:38-33:42	Mary and her husband were having an argument
83	Katherine : So, you are not gonna say anything? You either?	1:35:58 – 1:36:05	Kathrine got curious for something that have been prepared by her kids
84	Katherine : Oh, Mother of Mercy. That's for me	1:36:13 – 1:36:15	Kathrine feel touched because Jim purposed her in front of her mom and kids
86	Katherine : Oh, hush!	1:36:38-1:36:39	She asked her daughter to keep silent

CONSULTATIVE SPEECH STYLE

Consultative style supplies a background of information and the listener participate fully (Joos, 1967:33). It means that the speaker provides a certain background of information just in case may have a different concept.

Table 3.
Consultative Speech Style

Data No.	Utterances	Time Frame	Context
8	Mary : One—one moment	13.41-13.43	Mary was on wind tunnel control room but then she missteps off the path. One of her heels gets caught in grating while the mercury 7 capsule (rocket) is about to launch
11	Kathrine : I'm sorry, I'm not the…custodian	16:54-16:55	One of guy at space task group thought that Kathrine was a custodian by giving her a basket of trash.
81	Dorothy : I know. I know you probably believe that	1:35:01-1:35:04	Setting : women's restroom. Mitchell convinced Dorothy about something. And she believe it.
85	Kathrine : I know, I know. I just-just can't help it	1:36:24-1:36:26	Kathrine feel touched for the wedding purposed

INTIMATE SPEECH STYLE

Intimate style is a style that private language or utterances to communicate with a certain group of people. This style is commonly used by family, couples, and person who has a close relationship. There are two type's characteristics in intimate style; jargon and extraction. i.e. baby, my love, sweety pie or any other endearing terms.

Table 4.
Intimate Speech Style

Data No.	Utterances	Time Frame	Context
24	Kathrine : I think so. It's a challenge, but…	29:19-29:27	Kathrine told her mom about her problem.
30	Kathrine : Yes, _baby_ ?	31:12 – 31:14	It refers to Kathrine replied to her daughter.
33	Kathrine: Oh my goodness. I love you, baby.	32:02-32:03	It refers to an expression of happiness because her daughter draw her face.
24	Kathrine : I think so. It's a challenge, but…	29:19-29:27	Kathrine told her mom about her problem.

FROZEN SPEECH STYLE

Based on (Joos 1967:64) asserted that frozen speech style is characterized by long sentence with complex grammatical and vocabulary. It use in the setting of ceremonial, president speeches, preaching, and prayer.

Table 5.
Frozen Speech Style

Data No.	Utterances	Time Frame	Context
62	Katherine : Dear Lord, thank you for this meal. We ask you blessed our food so that it may bless our bodies. In Jesus's name we pray. Amen	1:05:21-1:05:30	Kathrine led prayer for dinner

DISCUSSION

According to Holmes (2013) speakers tend to have a different pronunciation when they talks to different social status. It means that social background of the addresses may affect the use of vocabulary. So, therefore the researcher social background of addressee may become big factor main characters use casual style. Other reason might trigger main character used certain style towards their colleagues is due to the speech of convergence. Speech Convergence related to process of accommodation.

Converging towards the speech of another person usually considered as a polite speech style strategy. Fundamentally, speech convergence is a process of imitating each other speaking style to build a comfortable vibes. Last reasons because the main characters used casual speech style are age of addressee. When the main characters having conversation with their kids they tend to use casual speech style.

Second most used speech style by main characters in Hidden Figures movie are formal speech style. Based on the result the used of formal speech was with their colleagues at NASA corp. The main characters usually used formal speech towards their colleagues. For the factor influenced main characters in using formal style are speech of convergence and

social background of addressee. The social background of addressee being main factor since the main characters are from colored group. Instead of it, they differ by job position in workplace. Especially, when it comes talk to someone who has higher position. They tend to use formal speech style.

4.   CONCLUSION

According to the first research problem, the researcher found out there are five speech styles proposed by Martin Joos (1967) in this research; frozen style, casual style, consultative style, intimate style, and formal style. Casual and formal speech style is the most common used by the main characters to interact with their family and friends. Moreover, for the formal style is most likely used between main characters toward their colleagues and boss in the workplace. Meanwhile casual is mostly utilized by main characters towards their families. The intimate and frozen seemed rare to be used by the main characters. The second research problem mentioned factors that may cause the use of certain speech styles. Based on Holmes' theory (2013) five factors trigger a speaker to use a certain speech style such social background of the addressee, the age of the addressee, speech convergence.

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