

An Analysis of Language Style Used in “The Princess Switch” Movie and Its Implications in Teaching Speaking

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ABSTRACT

This research aims to describe the types of language styles based on the level of formality theory by Joos in Sutherland (2016), identify the most frequent language used, and explain its implications in teaching speaking. The method used in this research was a descriptive qualitative method. The data was movie dialogues entitled "The Princess Switch". Data collection techniques used in this research were observation and documentation. The results of this research show 90 data from movie dialogues used in the movie. The writer concludes that there are five types of language styles used in this research, namely frozen style (1 datum), formal style (43 data), consultative (9 data), casual style (26 data), and intimate (11 data). The most frequently used language in the movie is the formal style type. In addition, this research can be used as alternative teaching materials and references for teachers and the government.

Keywords: sociolinguistics; language style; movie; *The Princess Switch*

INTRODUCTION

Communication is a crucial aspect of humans' life as social beings that cannot be separated. Communication is the delivery of information, messages, or ideas from one to another, directly or indirectly. Language is one of the primary things to achieve good communication, so language and communication have a very close relationship. Language is a communication tool; without it, it will be more difficult to convey or understand information from others. Language serves as an instrument for social communication in general. Sapir in Josiah (2016) says that language is a pure and instinctive human way of conveying ideas, feelings, and desires through a system of spontaneously generated symbols. Language style is a way the author expresses his thoughts, primarily through language, to express the soul and personality of the author (Fadlilah et al., 2021). According to Trioktaviani (2019), language style is one of the categories of language variety, and language variety is one of the topics discussed in sociolinguistics. Language style is not motivated

by someone who comes from or the dialect used by someone who occupies a particular area but motivated by the ultimate goal they want to achieve from the communication they make (Ziana & Afriza, 2021).

Sociolinguistics is one of the linguistics branches which studies about relations of the language in society. Sociolinguistics studies the relationship between language and society (Holmes & Zealand, 2017). Meanwhile, Chaika in Febriani et al. (2019) says that sociolinguistics studies how people use the language in social interactions. A similar theory, according to Wardhaugh in Ramdhani et al. (2020), states that sociolinguistics examines the relations between language and society with the aim of better understanding the structure and function of language. How a person uses language in social situations will be different since someone will adjust the way of speaking to social situations. The type of language use also depends on social background and social identity. Language is always influenced by society; this causes the emergence of diverse forms of language. Therefore, it can be concluded that sociolinguistics is a language phenomenon related to society. Sociolinguistics also has a scope in it. The scope of sociolinguistics varies widely, including: (1) The relationship between language and society and also the uses of language and the social structures, (2) Synchronic and diachronic variation, (3) Dialectal variation, (4) Age-related variation, (5) Gender-based variations. This research focuses on the relationship between language and society.

Based on the interview and observation with English teachers at SMK Gondang Wonopringgo, it has been found that the application of language styles when in the teaching-learning process. Students used language styles, such as formal and casual language, in the teaching-learning. In this case, many students have not been able to put the formal language to communicate with the teacher properly and correctly, then the accuracy of using casual language to communicate with friends. Many students still use casual language to communicate with teachers even though students are required to use good language in the teaching-learning process. When communicating, one must pay attention to the person they will communicate with. The use of language style can distinguish the way of communicating with friends and, of course, different when communicating with older people. In this research, the writer assumes that the movie can be used as a source of materials to help students in speaking class. The use of movies as teaching materials can improve students' understanding of speaking and storytelling.

The existence of social interaction activities carried out by various communities or groups causes language variation. Language variation can occur at different language levels, and different factors can determine it. Variation of language can be shown by the fact that the speakers can use different styles of speaking, called language styles (Juliana Dewi et al., 2020). Language style

depends on many factors, such as education, social status, and the age and gender of the speaker (Pohan & Pohan, 2021). It is concluded that some factors influence the use of language style. Moreover, language style is used to convey the same information using language variations that are appropriate to the situation. Language style is a field of sociolinguistic study used by the writer to research a movie because in movies, usually, there are differences in language style in the conversational dialogues of the characters in the movie.

The Princess Switch movie is a romantic and comedy movie. Romantic and comedy movies create a humorous atmosphere through the variety of settings they provide to audiences: ignored themes, jokes, entertaining script, and protected characters (Grindon in Caiga et al., 2018). The movie premiered on Netflix, directed by Mike Rohl and cast by Vanessa Hudgens as Stacy and Lady Margareth, Nick Sagar as Kevin, and Sam Palladio as Prince Edward. The movie is about a Chicago cake maker, Stacy, who enters a Christmas cake competition in the fictional city of Belgravia. There she meets Lady Margaret, who asks Stacy to exchange identities with her for two days. Stacy became the prince's fiancé, while Lady Margaret became a Chicago baker. The movie has become popular because romantic movies are targeted at young people whose stories often relate to real life, namely about love.

Similar research has been done by Khoimah (2019), entitled "A Study of Language Styles Used in The Queen Movie." She used the theory proposed by Martin Joos. She applied the qualitative method. The result of the discussion answers the problems formulated based on the type of language styles used by the main characters and how the language styles are applied by the main characters in the conversation in The Queen movie. Moreover, this study applies the classification of language styles proposed by Martin Joos. This movie presents empirical data that Queen Elizabeth used only four styles of language: consultative, casual, intimate, and formal.

This research will discuss the language style used in The Princess Switch movie using Joos theory and its implications in teaching speaking. Hence, the novelty of this research is that the writer would like to find out problems in teaching speaking, give solutions and at last, develop a recommendation for the government and teachers.

Based on the background above, the objectives of the research are: to describe the type of language style in "The Princess Switch" movie, to identify the language style most frequently used in "The Princess Switch" movie, to explain the implications of language style "The Princess Switch" movie in teaching speaking.

MATERIALS AND METHOD

The design applied in this research used a descriptive qualitative. Qualitative research is a type of research that is descriptive and uses analysis. The object of this research was the movie "The Princess Switch," and the writer was directly involved in analyzing the movie's contents. The Primary research data was the dialogue part of the characters in the movie "The Princess Switch," while secondary data was from books, articles, and journals containing information related to the movie, language styles, and research methods. Two types of instruments used in this research were human and nonhuman. The main instrument in this research was the writer herself as a human instrument who selected, collected data, analyzed data, and made research results. The second nonhuman instrument was the dialogues and characters of the movie; because the data source was a movie, the writer used observation. This research uses the theory by Joos. In Joos's analysis, the writer investigated the language style used in dialogues in the movie "The Princess Switch" and the grouping of language styles. Moreover, this research will have implications for teaching speaking.

The methods used by the writer in collecting data were observation and documentation methods. The observation technique used in this research is nonparticipant observation. The nonparticipant observation was carried out because the writer only observed. In addition, the writer used the documentation method to collect data. First, the writer watched The Princess Switch movie. Second, the writer paid attention to the scripts in the movie. Third, the writer took notes and marked the script in the movie where there was language style. Last, the writer identified and classified the language style. In this research, the analysis technique consisted of three activities: data reduction, data display, and conclusion or verification.

RESULTS & DISCUSSION

Types of Language Style

The data analysis was done using the theory language style based on the formality by Joos in Sutherland (2016).

Table 1. Types of Language Style

No	Language Style	Frequency	Percentage (%)
1	Frozen Style	1	1.11%
2	Formal Style	43	47.78%
3	Consultative Style	9	10%

4	Casual Style	26	28.39%
5	Intimate Style	11	12.22%
Total		90	100%

From the table, five language styles are expressed and used in the movie "The Princess Switch" that is frozen style 1 or 1.11%, formal style 43 or 47.78%, consultative style 9 or 10%, casual style 26 or 28.89%, and intimate style 11 or 12.22%. The total data found in this research is 90 data. The writer chose random data styles that will be discussed in this research.

Frozen Style

Data 796-797 (1:11:38 – 1:11:52)

Stacy : **Veritas, Anoris, Amare.**

Prince Edward : Truth, honor, and... love. The family crests.

The data above can be classified as a frozen style because the conversation shows Stacy's conditions for receiving the gift from Prince Edward. Frozen style means the pattern and rules have been firmly and cannot be changed. Dialogue "**Veritas, Anoris, Amare.**" It is a very formal royal language that cannot be changed because it has been around for a long time.

Formal Style

Data 22-24 (00:01:54 – 00:02:05)

Stacy : **"At the behest of the Royal Family of Belgravia, the judging committee is pleased to invite you to compete in our 56th International Christmas Baking Competition."**

Olivia : Can you believe it?

The data above can be classified as a formal style because the conversation shows Stacy's conditions for receiving an invitation letter from the judging committee in a baking competition. The letter is an order from the Royal Family of Belgravia, which is written in formal language.

Data 108-110 (00:08:57 - 00:09:00)

Prince Edward : Who's yelling?

The Aide : **A tourist, sir.**

The data above can be classified as a formal language style because of the formal conversation between The Prince and The Aide. The Aide using formal style can be shown from the dialogue utterance, "**A tourist, sir.**" The Aide uses the word "**Sir**" to call The Prince.

Data 866-867 (1:20:39 – 1:20:41)

Royal Servant : **Your bath is ready, Your Grace.**

Duchess : Thank you.

The data above can be classified as a formal language style because of the conversation between The Duchess and the Royal Servant. The royal servant using formal style to communicate with The Duchess in the Palace can be shown in the utterance "**Your bath is ready, Your Grace.**". The meaning of "**Your Grace**" is a call to the Duke or Duchess.

Data 876-877 (1:22:00 – 1:22:10)

Host : **Ladies and gentlemen, if you could please find your places and make way to your seats. The competition is about to begin.**

Stacy : Looks like we're good to go.

The data above can be classified as formal language style because the communication in a baking competition occurs in a formal situation. The Host uses polite language, and The Host speaks politely to the Audience in Wembley Studios.

Data 887-888 (1:23:09 – 1:23:13)

King : I must say I'm very impressed.

Duchess : **Thank you, Your Highness.**

The data above can be classified as a formal language style because of the conversation between The King and The Duchess in a formal situation. The Duchess says, "**Thank you, Your Highness**" in the dialogue. The Duchess considers The King to be a noble person and The Duchess respects him.

Consultative Style

Data 1-3 (00:46 – 00:54)

Stacy : Merry Christmas and come back soon.

Old Woman : **Oh, I will. Your bakery is the best-kept secret in Chicago.**

The data above can be classified as consultative style because the conversation is in a semiformal situation. The conversation occurs between Stacy and Old Woman in Stacy's Bakery.

In the dialogue, "**Your bakery is the best-kept secret in Chicago.**" The Old Woman is a stranger who buys and transacts with Stacy as the owner shop.

Data 80-81 (07:14 – 07:10)

Olivia : Stockings!
Old Man : **I've got some more over here.**

The data above can be classified as consultative style because the conversation between Olivia and Old Man occurs on the road. In the conversation, Olivia wants to buy some stockings for Christmas, and Old Man offers more stockings to Olivia. The conversation is consultative style because Olivia and Old Man do not have to know each other, only buyers and traders.

Data 143-144 (10:59 - 11:14)

Duchess : **Miss De Novo. Did you say you were a baker?**
Stacy : Uh, yeah. As a matter of fact, I have my own shop in Chicago.

The data above can be classified as consultative style because the conversation between Stacy and The Duchess of Montenegro is in a semiformal situation. In the dialogue "**Miss De Novo. Did you say you were a baker?**" the Duchess is a stranger who asks and confirms about Stacy.

Data 492-493 (42:04 – 42:24)

Santa Claus : **Hello. And what would you like for Christmas?**
Olivia : Um, let me see. A new pair of ballet slippers, a skateboard, and oh, yeah, a new mom.

The data above can be classified as consultative style. In the conversation that occurs during the Christmas celebration on the road, Santa Claus as a stranger asks what Olivia wants and, in the dialogue, "**Hello. And what would you like for Christmas?**" Santa Claus used semiformal language to communicate with Olivia.

Data 652-654 (59:44 – 59:55)

Man : Excuse me? Are you Stacy De Novo?
Duchess : Yes. Yes, I am.
Man : **Adam Delaney, Food Insider Magazine. I heard about your bakery in Chicago. I'd love to do a feature on you.**

The data above can be classified as consultative style because conversation occurs in a semiformal situation. Adam Delaney, as the Man from Food Insider Magazine, is a stranger that speaks with the Duchess, and the Man will do a feature with Stacy's Bakery in Chicago.

Casual Style

Data 52-53 (04:06 – 04:19)

Stacy : **Uh, excuse me. Paul?**

Paul : Stacy, hey. I was thinking about you the other day.

The data above can be classified as casual style because their background shows outside the café. Stacy says, "**Uh, excuse me. Paul?**" this dialogue is usually used in the conversation between friends using informal language. This dialogue shows that Stacy accidentally meets Paul.

Data 169-170 (13:20 - 13:26)

Kevin : **Stacy and I have been friends since high school. If sparks were gonna fly, we'd know by now.**

Olivia : Maybe you're just not trying hard enough.

The data above can be classified as casual style because the background is shown in a relaxed situation. Kevin uses abbreviations to communicate with Olivia; he says, "**If sparks were gonna fly, we'd know by now.**" "**Gonna**" is **going to**, and "**We'd**" is **we had**. This dialogue usually happens when people already know each other and use informal language.

Data 587-588 (53:20 – 53:27)

Kevin : **Hey. I forgot my toothpaste. Can I borrow yours?**

Duchess : Sure.

The data above can be classified as casual style because their background shows Stacy's room in the cottage. Kevin wants to borrow toothpaste and calls the Duchess, "**Hey.**" This dialogue is usually used in the conversation between close friends using informal language.

Data 680-681 (1:02:07 – 1:02:11)

Olivia : **Guys, come look! It's a toy store!**

Duchess : I've never been in a toy store.

The data above can be classified as casual style because their background is shown on the road. Olivia calls Kevin and The Duchess "**Guys**" as a second person pronoun (plural) and as a greeting. Olivia uses informal and casual language to communicate with Kevin and The Duchess.

Data 778-779 (1:10:28 – 1:10:32)

Kevin : **So... Wanna watch a Christmas movie?**

Duchess : Sure.

The data above can be classified as casual style because conversations occur in the cottage when Kevin invite The Duchess to watch a Christmas movie. In the dialogue, “**So... Wanna watch a Christmas movie?**” Kevin uses informal and casual language “**Wanna,**” the abbreviation is “**Want to**”.

Intimate Style

Data 8-9 (01:09 – 01:14)

Olivia : Dad!

Kevin : **Hey, pumpkin, how was dance?**

The data above can be classified as intimate style because their conversation background comes from the family between Olivia and Kevin. Kevin is Olivia's dad. Kevin calls her daughter Olivia “**Pumpkin**”. **Pumpkin** means a favorite call full of affection. The call is often used to show love.

Data 11-12 (01:14 – 01:25)

Olivia : Hi, Stacy. Are there any sugar cookies left for your favorite goddaughter?

Stacy : **Well, you are my only goddaughter. But for you, there will always be sugar cookies.**

The data above can be classified as intimate style because Stacy and Olivia have a close relationship. Stacy thought of Olivia as a **Goddaughter**. **Goddaughter** means a baby girl who is baptized in the church and with it is also guardian to others.

Data 61-62 (04:43 – 04:52)

Paul's gf : **Honey, if we're gonna catch that train, we better run. We're spending. Christmas week with Paul's parents.**

Stacy : Well, that sounds...big.

The data above is classified as intimate style because the conversation shows that Paul and Paul's girlfriend have a special relationship. Paul's girlfriend calls Paul “**Honey,**” which is usually an affectionate call from someone to call their partner.

Data 325-326 (28:13 – 28:22)

Queen : **I'm so glad to see you, my dear. I've been talking with chef about the menu for the reception.**

Stacy : What about the menu? Prithee, tell.

The data above can be classified as intimate style because the conversation shows that The Queen calls Stacy, who changed places to The Duchess, "**My Dear**". The call is usually an affectionate call from a mother to call her child. Stacy, as The Duchess, is considered by the queen as a child and fiancée of Prince Edward.

Data 573-574 (52:00 – 52:10)

Stacy : **Oh, dear! I'm not very good at dancing.**

Prince Edward : Well, you know what they say. Practice makes perfect.

The data above can be classified as intimate style because Stacy, who changed places to The Duchess, calls Prince Edward "**Dear**" in the dialogue. Dear is deep affection by someone. This word is usually used as affectionate greetings. Stacy, as The Duchess, calls Prince Edward dear because The Duchess is Prince Edward's fiancé.

Most Frequently Used Language

After the data had been analyzed in "The Princess Switch" movie, the writer found 90 data on the types of language style and most frequent language used in "The Princess Switch" movie. The results from Joos's theory in Sutherland (2016) show five language styles used in dialogue conversation in the movie. Based on the data analysis, frequency data of frozen style 1, formal style 43, consultative style 9, casual style 26, and intimate style 11. In this research, the formal style or formal language is the most frequently used in "The Princess Switch." Movie with a percentage of 47.78% from 43 data. The Royal Family mostly used formal language style. Because the movie is a movie with a Royal background, the characters prioritize the use of formal language as polite and kind language.

Implications in Teaching Speaking

Speaking is an important skill to master, along with writing, reading, and listening (Harmawan & Amri, 2018). Speaking is one of the English skills that is less attractive to students because speaking is considered the most challenging skill. The speaking problem is the inaccuracy in using the language style by students to communicate with the teacher and have not found a

suitable media for teaching speaking. One of the solutions to attract students' interest in teaching speaking is to use a movie as media because the movie has already presented how to speak properly and correctly. According to Elfarissyah (2017) movie is a series of moving pictures that are recorded with sounds to tell the story. It is shown at the cinema, theater, and also on television. Movies are common audiovisual media and are often watched by many people. The language used in movies is usually polite and is used in daily life. This is what causes movies to be more effective in teaching speaking than other media. Teaching speaking can also be done through dialogues in a conversation. In a movie, dialogues must have a good structure.

After analyzing the language style in *The Princess Switch* Movie, the writer has some implications for teaching speaking. First, the research results show that a formal style is one of the most frequently used language styles by the character from the movie. The formal style allows the teacher to communicate with the students when teaching speaking skill based on the conditions and situations. Second, the formal language used by the teacher can motivate students to communicate using appropriate and suitable language. Third, teachers need teaching media that can help in teaching speaking. With the movie, teachers can develop students' potential in teaching by speaking to the fullest. Lastly, the research results are also used as guidance or source of theory in research related to the lesson or material as content and supporting material.

Through this research, it is considered essential to recommend for the government and teachers. As for the government, the writer hoped the government should facilitate schools and teachers in implementing teaching speaking, and the government should motivate schools and teachers to use the media and implement fun speaking teaching actively. As for the teacher, the writer hoped that the findings from the research would be used as a reference in teaching speaking, especially in sociolinguistic material about language style. It is also recommended for the teacher to use a movie as a medium for teaching and learning speaking in sociolinguistics material and speaking class.

CONCLUSION

Based on the discussion and research results, the writer can conclude that from Joos in Sutherland's theory, the types of language style exist in the movie. Firstly, the writer discovered five language styles used by the characters in "The Princess Switch" movie: frozen style, formal style, consultative style, casual style, and intimate style. Secondly, in "The Princess Switch" movie, the dominant or most frequent language used by the characters in the movie uses a formal language style to communicate because the movie takes a background of a kingdom. Moreover,

the language style used can also affect the movie. Lastly, the writer in this research also explains the implications of teaching speaking by explaining a problem, providing solutions, and developing recommendations for teachers and the government. The government should take action and support schools in implementing speaking and motivate them to use effective media to implement some fun speaking teaching actively. Meanwhile, the teachers are advised to use movies as practical learning media for teaching speaking in the classroom. The results of this research can be used as a teaching reference in sociolinguistics about language styles.

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