
CHAPTER II

LITERATURE REVIEW

This chapter discusses about the basic concepts of language style, kinds of language style, influence social language, and the communicative code in East Java.

2.1 Language Style

The word 'style' is used to denote 'different ways'. This word is derived from Latin word *stylus*, which means 'pen'. The form of letters is influenced by the way in which a pen is cut, however, it is possible to write the same letters with different pens; the letters only differ in their style. So, language style means different ways in communicating with others (Renkema, 1993:97).

Gleason (1965) states the style is the patterning of choices made within the options presented by the conversations of the language and the literary form. In line this statement, Chaika (1982:29) argues that style refers to the selection of linguistic forms to convey social or artistic effects. Another opinion comes from Crystal and Davy (1987:9), they divide the definition of style into four definitions:

Style may be refer to some or all of the language habits of one person as when we talk about of Shakespeare's style (or styles), or the style of James Joyce, or when we discuss questions of disputed authorship. Style may be refer to some or all the language habits shared by a group of people at one time, or over period of time, as when we talk about style of the Augustan poets,

the style of Old English 'heroic poetry', the style in which civil service forms are written, or styles of public speaking. Style is given a more restricted meaning when it is used in an evaluative sense, referring to the effectiveness of a mode of expression. Implicitly style is defined as saying the right thing in the most effective way or as good manner. Style refers to literary language. Style has long been associated primarily or exclusively with literature, as characteristic of good, effective, or beautiful writing, for example, and the focus of the literary critic's attention alone. In those four definitions, we can see that every definition express one idea.

So, it can be concluded that according to Crystal and Davy, style is all of the language habits of one person or a group of people in the most effective way of saying which are different from at one time.

Using different language style gives different interpretation for the reader or the listener. In communication, people cannot leave language style because it is fundamental part of social aspect. Furthermore, style is an integral part of society that interaction which cannot go ahead if one does not speak in the right style (Chaika, 1982:34). It indicates that language style we use to convey messages is very important to make our communication be more effective. In addition, language style is the selection of linguistics form of one person which is made within the option presented by the convention of the language and literature to convey social or artistic effects. This is the characteristic of language style.

Language style uses all of the resources of language, such as tone of voice, choice of words or diction, grammar, and even different ways of pronouncing sound. Tone of voice can be found when the speaker says something in certain situation and condition. While the choice of word or

diction and grammar can be discovered in written text or in communication. It means that different people will use different language style. For instance, in the educational institution people may use formal language. According to Martin Joos (1967) language style means the form of language that a speaker uses and it is characterized by a degree of formality.

Evenly important as those views above, Renkema (1993:93) states that numerous views on style can be divided into three categories as follows: first when the symbol aspect of language (the reference to reality) is central, style can be seen as a possible form for a specific content. Second, from the perspective of the symptom aspect of expression (the viewpoint of writer or speaker), style can be seen as a choice of specific forms. Third, from the perspective of the signal aspect of persuasion (the viewpoint of reader or listener), language can be seen as a deviation from a given expectation. While Schuster (1965:9) claims that style is everything about choice. Therefore, someone will have different language style if they have different purpose.

2.2 Kinds of Language Style

Martin Joos (1967) identified five scales of language style: frozen style, a formal style, a consultative style, a casual style, and an intimate style. The explanations of those styles are:

1. Frozen style is the one that is used in very formal situation, such as in Japan, in the ceremony held at the imperial palace on New Year's Day or some other occasions. In particular, this style requires high skill and almost is used exclusively by specialist, professional orators, lawyers, and preachers. Language used in a text that is read and re-read, that must stand intact, that must address an audience of absolute strangers, that cannot depend upon the speaker's intonation or the reader/hearer's asking for clarification
2. Formal style is generally used in a formal situation where there is the least amount or shared background knowledge and where communication is largely one way with little or no feedback from audience. However, it may be used in speaking to a single hearer, for example between strangers. Then, this style usually combines maximum explicit utterances, and complexity of sentence. This style is used in a formal situation such as in graduation ceremony. Required when the group becomes too large to permit participation, and the speaker is uncertain how much the audience already knows or how they might react. Hence, the language must become more cohesive, more detached, and more carefully informative.
3. Consultative style is generally employed in a semi-formal communication situation, as between military of different rank, or between professionals who are not well acquainted or are in public situation. Furthermore, this style is one type of language, which is required by every speaker, since this style is the central point in the system because it is chiefly involved in

language style. Besides, it is the usual form of language style in small groups, chance acquaintances, and strangers. It is also used orally to conduct everyday business. Language used in negotiating with strangers, distant acquaintances, or colleagues of unequal rank. This style is defined into two features. First, the speaker supplies background information and he or she does not assume that he or she will be understood without it. Second, the addressee participates continuously; mostly often the participant participated for a very long period. While one is speaking, at intervals the other gives short responses or standard signals such as, yes; no; uh-huh; N'n; Mmm; That's right; I think so; oh; I see; yes I know; etc. the patterns of clause connection in consultative are generally simple. The conjunction "and" the preposition "on" are mostly used. For example: he cut himself on a knife.

4. Casual style is used among friends, co-worker, or strangers when an informal atmosphere is appropriate and desired such as outside the classroom where students have a chat yet, there are two devices of casual style. First is the ellipsis (omission). It makes most of the differences between casual grammars, which require a shorter form. For friends, acquaintances, insiders, make use of slang, ellipses, and verbal formulas ("Been there; done that!"). For example: "I believe that I find one" is consultative, "I believe I can find one" is casual. Second is slang that is a prime indication of in group relationship. For example: a jazz musician will feel more familiar and natural if says "Guys, I am not groovy cat I

know, but I dig all kinds of jazz” to the other jazz musicians, rather than using a formal style as “Friends, I’m sure you all know that I’m not a very good musician, although I understand all kinds of jazz” (Widarso, 1989:64). According to Eggins and Slade (1997-16), casual conversation is the type of talk in which we feel most relaxed, most spontaneous and most ourselves and is concerned is to negotiate such important dimensions of social identity as gender, generational location, sexuality, social class membership, ethnicity, and subcultural and social group affiliation. Types of casual conversation are narrative, anecdotes, recounts, exemplum, observation or comment, opinion, gossip, joke telling, sending up and chat.

5. Intimate style is completely a private language that is used with friends and family members. Normally the intimate group is pair. One of the systematic features of intimate style is extraction. It is the speaker who extracts a minimum pattern from casual style. , the language used between, say, a husband and wife, almost nonverbal. For example: “Ready, Eng., and Cold”. The other feature is jargon. It is special vocabulary required to meet special needs of profession and special interest groups. Holmes (1992) used the term style to refer to language variation, which reflects changes in situational factors, such as an address, setting, task or topic. Then, Gumperz (1970) stated that the intimate style marks the minimum of special distance.

2.3 Influence Social Language

a. Social Factors

Since social factors have an important role in Javanese language, the writer thinks that it would be relevant in helping her to analyze the context in which the conversation takes place. The writer will apply Holmes' theory on social factors. According to Holmes, these factors can be grouped into four:

1. The participants: who is speaking? It means that who is making the conversation in this story.
2. The setting: where are they speaking? It means the place that they use when they make conversation.
3. The topic: what is being talked about? It means what they are talking about when they make conversation.
4. The function: why are they speaking? It means what is the function of their conversation.

The writer only uses two factors above, namely the participants and the setting, because those features are significant and relevant to help the process of solving the problem of the study.

b. Social Dimension

The writer considers that it is useful to take account of four different dimensions, which are related to social factors. These four dimensions are:

1. A social distance scale concerns with participant relationship, this scale is useful in emphasizing how well known someone is whether it is relevant factor in linguistics choice.
2. A status scale is concerned with participant relationship. This scale points to the relevance of relative status in some linguistics choice.
3. A formality scale relating to the setting or type of interaction on language choice. In a formal transaction such as one with the bank manager in his office, or at a ritual service in church, the language used will be influenced by formality of the setting.
4. Two functional scales relating to purposes or topic of interaction, they are reverential and affective scale. It means that language can convey objective information of referential kind and it can also express someone feeling.

Similarly, Trudgill (1983) proposed that an important feature of the social “context” of the person spoken to, and in particular the role relationship and relative status of the participants in discourse.

In English language style divide from Belize: Central America, Caribbean
 1617 (or 1638?) British colony, "British Honduras “ "foundedby 80
 shipwrecked sailors 1981: became independent country Substrate

languages: Garifuna (native American language of the Carib family); West African languages Samples of Belizean creole (Escure 1997)

Acrolect : Sometime taakin an you don really unerstan what dey saying, right?

taakin, saying: progressive indicated by participle, as in English (but without copula)

Mesolect : A se, mai Bobo, we de fran, wen i kom op, kech some gud "I say, my Bobo, in front, when he came up, he had caught something"

en wen i kom op, en i kom outa di wata ina de bout "and when he came up, when he came out of the water into the boat..."

kom: lack of tense marking

Basilect A: I kuda mE get wan jab da Biog Krik, bot dat agen da wan problem,

"He could have got a job at Big Creek, but again that's a problem."

B: Dat da onli paat taim, do. Grif mE dE tel mi bout da ting, tu,

"That's only part-time though. Grif was telling me about that, too."

I soun laik da onli wen de banana sizan dE aan

"It sounds laik that's only while the banana season is on"

mE = past/anterior tense marker

dE = progressive aspect marker, also locative verb

(compare Mandain *zai*)

Holmes stated generally Javanese language styles consist of three levels of styles which are the most commonly used that are ngoko or low level, karma madya or half polite and karma inggil or polite. Each level involves different pronunciations and different items of vocabulary. In addition, Geertz (1960), introduced the language styles of Central Java to the American academic community and there has been a growing body of literature on the topic in academic discussion of Standard Central Javanese terms ngoko, madya and karma are used for low, middle, and high language styles, which express a speaker's appraisal of his or her relationship to the addressee. Who conducted his research of Javanese in East Java especially in the region of Solo and Jogjakarta, has the similarity of area of study as the writer, illustrates Javanese language level as follows:

1. Ngoko or "low Javanese" is the language of early socialization simple, unrefined therefore appropriate only for intimate or informal relations or used by people of equal social standing determined by such factors as age, wealth, descent, education, and occupation. For example:

“Apakowarepsarapan?” (“Do you want to eat your breakfast?”). this language is divided into:

- a. Ngokomadya it is used by a lower class to address someone who comes from the equal class with the speaker, but they are not intimate or familiar with each other. For example: “Apasampeyanarepneda?” (“Do you want to eat?”)
 - b. Ngokoalus it is used between priyayi or those who have high social status who know one another well and are of equal status. For example: “Napa sampeyanarepneda?” (“Will you eat?”)
2. Madya or middle Javanese is a less refined variant of kromo and placed between ngoko and kromo level. The addressers use this address to persons of high status with whom they feel at ease, or to a person of a low status whom they do not and with whom they must be careful. For example: “Napa sampeyanajengneda?” (“Will you have your meal?”)
 3. Krama or high Javanese is more elegant and refined suitable for addressing people of high social standing, for example: “Menapasampeyan bade dahar?” (Would you like to eat?)

The writer also uses the theory of ethnography of communicative code in East Java by Kartomiharjo (1979). This theory is used because all of the utterances in serial story in PanjebarSemangat magazine use Javanese language to communicate and interact in their society. In

Ethnography of Communicative Code of Javanese, he stated the important social factors in following:

a. Situation

There are two kinds of situation which might be distinct the use of different terms of address formal and informal. In a formal situation, people are supposed to know their respective status, their role relationship with one another according to the rank or how to behave, according to their respective well defined rights and duties. For example the situation in a doctor's room as follow:

Doctor: "Asmanesinten, Buk?" ("What's your name, mam?")

Patient: "DalemSurti, Dok." (I'm Surti, Doc.)

b. Ethnicity

People who come from the same region will address someone by using the term spoken there, while people who are from the other region will not let them address someone by using the term, which they do not belong to for example: a Javanese who is a parent's younger than the nephew, whether or not they know each other well. However, a non-Javanese may not be addressed as "paklik". Even though he might have married the speakers of Javanese family. Ordinarily he is addressed as "om" or uncle, a borrowing from Dutch.

c. Relation

People who become intimate adopt and conduct normally expressed towards relatives. For example: a young doctor and an employee who get to know one another well, they start using reciprocal “pak” (sir), but after they become close, the younger continues addressing with “pak” (sir) but the older one calls “nak” or “son”.

d. Degree of Intimacy

Among intimate, it is impossible for them to use term of address very strictly even in official meeting. They are some ways to release the dentition caused by all the formalities in such situation. For example: “apakowe tau maturnengaku” (Have you ever asked me?)

e. Status

The interlocutors in a speech situation must know approximately their mutual status before they can decide to use the terms of address to another. For example a graduate student who becomes a teacher is addressed as “pak” (sir) in official situation instead of “saudara” (you) as before, and “dik” (yonger brother) or “mas” (elder brother) in various unofficial instead of using no title or “njangkar”.

f. Age

Terms of address for older are the same as for high status persons indicate that members of east Javanese society accord elders with respect, for example as government official's wife addresses a teenage daughter of her husband's college "jeng" (younger sister) or "mas" (elder brother) as in "Bapakikukapankundursaka Jakarta Jeng?" (When did that man come back from Jakarta, younger sister?)

g. Sex

In East Java women are usually more careful and formal in using terms of address for women. For example a woman addresses her female neighbor as in "Badhetindakpundi, mbakyu?" ("Where are you going, elder sister?"). Between male friends, it is also common to address one another without title or to use special term of address to show intimacy, for example

A: "Nontonsilat Yuk, Kang?" ("Why don't we go to see action movie, dear?")

B: "Ayuk" ("Ok")

h. Marital Status

A man and his wife are normally given equivalent titles, such as "pak" (dad) is paired with "ibu" or "mbok" (mom), etc. From the whole theories above, the writer will apply Holmes and Joos theory

mostly on her study since she thinks that Joos categories of language style will provide an appropriate framework for her analysis. Besides, other theories from Geertz and Kartomiharjo are also employed as the supporting concepts in analyzing the data.

i. Terms of Addresses

The writer uses the special addresses as the information to the reader, which are used in the analysis and uses the translation as follows:

1. Mas/Cak / Kangmas

a. An address for a man who the speaker does not know and is older than the speaker. It is used to show respect to the listener.

The translation is sir.

b. An address between friends but different in age, in this case the speaker is younger than the listener. The translation is brother.

c. An address for a man who is considered having higher in status, though he is in the same age or even younger than the speaker. The translation is mister.

d. An address for older man than the speaker and they are intimate and it is only used in Surabaya. The translation is bro.

2. Yu / Yuklik

Address for woman work but just a servant because of the different status of employer and employ. The translation is missing.

3. Mbak/ Mbakyu

- a. An address for a woman who is older than the speaker and they are intimate. The translation is elder sister.
- b. An address for a woman who is a stranger to the speaker, though she is a younger than the speaker. The translation is missing.

4. Dik/Jeng / Gendhuk / Den

Address for people who are younger than the speaker. The translation is younger brother for a man, and younger sister for woman.

5. Le / Nak

An address used by parents to call their sons. The translation is son.

6. Bu/Ibu/Mbok

- a. An address used by children to call their mother. The translation is mom.
- b. An address used by husband to call his wife. The translation is mom.
- c. An address used by the people to call elder female or female with higher position than the speaker. The translation is madam.

7. Pak / Bapak

- a. An address used by children to call their father. The translation is dad
- b. An address use by wife to call her husband. The translation is dad
- c. An address used by people to call elder male or male with higher position than the speaker. The translation is sir

8. Eyang

An address for older man than the speaker, he is calling grandparents.

9. Tante

An address for younger sister from mother or from reference and address for European, China, or Westernized women. She is call aunt.

2.4 Related Studies

The writer finds a previous study which has the similar topic with this study. The thesis belongs to Winda Vikriana Rosida of State University of Malang in (2008) entitled *An Analysis of Language Style Used in Traveling Gear Advertisement of "Outside" Magazine*. The research also focuses on the supporting language style used in Magazine. The writer uses the theory of language style from Martin Joos, Janet Holmes about social factor and dimension, theory Kartomihardjo communicate code in East Java.