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An Analysis of Speech Styles Used by Rara as The Main Character in "Imperfect: Karir, Cinta & Timbangan" Movie

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Abstrak

Penelitian ini bertujuan untuk mengetahui jenis-jenis gaya bicara dan gaya bicara yang dominan digunakan oleh Rara dalam film Imperfect: Karir, Cinta, & Timbangan. Penelitian ini merupakan penelitian kualitatif dengan desain deskriptif. Dalam menganalisis data, penulis menonton film, mentranskrip ucapan-ucapan Rara yang terdapat dalam film, dan menganalisis data berdasarkan teori Martin Joos (1967). Dalam penelitian ini, penulis menemukan ada 79 data yang telah diklasifikasikan ke dalam lima gaya bicara. Yaitu gaya beku, gaya formal, gaya konsultatif, gaya kasual, dan gaya intim dengan gaya beku terjadi 1 kali sebesar 1,27%, gaya formal terjadi 5 kali sebesar 6,33%, gaya konsultatif terjadi 5 kali sebesar 6,33 %, gaya kasual terjadi sebanyak 54 kali sebesar 68,35%, dan gaya intim terjadi sebanyak 14 kali sebesar 17,72%. Berdasarkan hasil penelitian, gaya dominan yang digunakan oleh Rara dalam film "Imperfect: Karir, Cinta & Timbangan" adalah gaya kasual dengan jumlah 54 (68,35%). Hal ini dikarenakan genre film tersebut adalah komedi romantis sehingga tidak perlu banyak menggunakan bahasa formal dan gaya casual digunakan untuk percakapan sehari-hari dalam situasi santai atau informal dengan orang-orang yang memiliki hubungan dekat seperti dengan teman, pacar atau pacar, dan keluarga.

Kata Kunci: *Gaya Bicara, Jenis Gaya Bicara, Rara*

Abstract

This study aimed to find out the types of speech styles and the dominant style used by Rara in Imperfect: Karir, Cinta, & Timbangan movie. This study is a qualitative research with a descriptive design. In analyzing the data, the writer watched the movie, transcribed Rara's utterances found in the movie, and analyzed the data based on Martin Joos (1967) theory. In this study, the writer found there were 79 data that have classified into the five speech styles. They were frozen style, formal style, consultative style, casual style, and intimate style which is frozen style occurred for 1 time equal to 1.27%, formal style occurred for 5 times equal to 6.33%, consultative style occurred for 5 times equal to 6.33%, casual style occurred for 54 times equal to 68.35%, and intimate style occurred for 14 times equal to 17.72%. Based on the results, the dominant style used by Rara in "Imperfect: Karir, Cinta & Timbangan" movie is casual style with a total of 54 (68.35%). It is because the genre of the movie is romantic comedy so there is no need to use a lot of formal language and casual style is used for daily conversation in relaxed or informal situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Keywords: *Speech Styles, Types of Speech Style, Rara*

INTRODUCTION

In the society, people use language as a tool in communication to communicate with others in a different way depending on how social interaction is proceeding. People have their own style of expressing their thoughts and ideas through different styles of speech. People speak differently to different people: to a stranger, a salesman, a friend, the parents, the boss at work, a teacher or lecturer, and others. The appropriate speech style should be chosen to communicate with others because the speaker's speech style will interfere with the speaker's ability to convey the message. Therefore, the audience can understand the speaker's intention.

Speech style can be found everywhere in real life, such as a talent show on TV, a podcast on YouTube, a series on TV, a movie, our daily conversation in our society, speech on a stage, and others. This is because communication cannot be separated from the media as one of the tools used to get information, share ideas, or give information to the audience or addressee. Speech style is interesting to be studied further since every person does not always speak in exactly the same style. The previous studies about speech styles have been done by some researchers. The researchers analyzed the speech styles of words or utterances found in a movie, speech, series, podcast, a talent show on TV, and talk show. This research will analyze the Rara's utterances found in Imperfect: Karir, Cinta & Timbangan

movie to identify the speech style. Rara was born fat and has brown skins, so she often gets bullied from people around her. Nevertheless, Rara has a good attitude, smart, hardworking, disciplined, polite and interesting speaking style to be analyzed further. Imperfect: Karir, Cinta & Timbangan movie was chosen as the subject in this study which is the focus of study is to find the speech styles used by the main character namely Rara in the movie. The selection of this movie has other reasons:

Firstly, the movie is very interesting to be analyzed because the movie has an inspiring story to share. The moral of the Rara's story carries a message that happiness comes from ourselves and does not have to be realized with perfection. Secondly, the Imperfect: Karir, Cinta & Timbangan movie is a movie that raises the issue of bullying, body shaming, and the feeling of insecure about the appearance that experienced by Rara which was born fat and has dark skins. Even though the issues presented are quite weighty, this film is packed with the romantic comedy genre so it does not require high seriousness when watching. Lastly, this research will be conducted to find out the phenomena related to the theory from Joos (1967) about five speech styles, which are: frozen, formal, consultative, casual, and intimate. In this research, the writer only focused on the types of speech style and kind of speech styles mostly appeared that used by the main character namely Rara in that movie.

RESEARCH METHOD

This research used a descriptive qualitative design. Descriptive research is used to identify and obtain information on a particular issue, such as a community, situation, or phenomenon. According to Creswell (2013: 44), "Qualitative research is the study to explore and understand the meaning individuals or groups ascribe to a social or human problem. Qualitative research uses an emerging qualitative approach to inquiry and the collection of data in a natural setting.

It means that qualitative research studies things in a natural setting, attempting to make sense of, and interpret phenomena in terms of the meanings people bring to them". The data were collected from Rara's utterances found in the "*Imperfect: Karir, Cinta & Timbangan*" movie. Based on the explanation above, the data were analyzed in the form of words, phrases, and sentences descriptively based on Martin Joos (1967) theory.

RESULT AND DISCUSSION

After analyzing and determining the data, the writer found the types of speech styles from Rara's utterances which consist of words, phrases, and sentences in "*Imperfect: Karir,*

Cinta & Timbangan” movie. The writer presented the formula that was applied to produce the percentage form:

$$P = \frac{\text{Each frequency of speech styles}}{\text{Total of data}} \times 100\%$$

Here is the number of each type of speech style. The findings can be seen on table 1.

Table 1. The Data Finding of Speech Styles

No.	Types of Speech Style	Frequency	Percentage
1.	Frozen Style	1	1.27%
2.	Formal Style	5	6.33%
3.	Consultative Style	5	6.33%
4.	Casual Style	54	68.35%
5.	Intimate Style	14	17.72%
	Total	79	100%

From Table 1 it can be found that there were 79 data found which categorized types of speech style. The use of speech styles that used by Rara in “Imperfect: Karir, Cinta & Timbangan” movie is found by identifying and understanding the dialouges particularly the Rara’s utterances which consist of words, phrases, and sentences. The utterances had been transcribed into written text by watching and listening the movie carefully. Afterward, the writer continued to analyze it by classifying it based on the characteristics found in the data into the types of speech style that exist according to Martin Joos’s theory.

Finally, from the results of the data analysis, the writer found 5 types of speech styles used. They are Frozen style occurred for 1 time equal to 1.27%, Formal style occurred for 5 times equal to 6.33%, Consultative style occurred for 5 times equal to 6.33%, Casual style occurred for 54 times equal to 68.35%, and Intimate style occurred for 14 times equal to 17.72%. Based on the 5 types of speech styles found, it can be concluded that the type of Casual style is the most dominant type found in the data, with a total of 54 (68.35%), it is because the genre of the movie is romantic comedy so there is no need to use a lot of formal language and casual style is used for daily conversation in relaxed or informal situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Based on the findings of these 5 types of speech styles, it can be concluded that the Casual style is the most dominantly used in the data, totaling 54 (68.35%). This is because the film is a romantic comedy, thus there is no need to use a lot of formal language, and the casual style is used for everyday conversations in relaxed or informal situations with people who have close relationships such as friends, partners, or family members. This research provides a deeper understanding of how the character Rara communicates in the film, as well as insights into the preference for using speech styles in specific contexts, such as in romantic comedy films.

Furthermore, these findings depict a tendency in the social performance of the character Rara in various communicative contexts. The frequent use of casual speech style 54 times indicates that Rara tends to present herself informally and intimately in her social interactions. In the context of the film, the casual speech style may be used to create a more natural and relatable atmosphere for the audience, thus strengthening the appeal of the romantic comedy genre, which focuses on typical daily life and intimate interpersonal relationships.

Thus, the analysis of speech styles in the film not only provides an understanding of the characters and situations within the film's narrative itself but also offers insights into the preferences and communicative norms that may apply in society beyond the film's context. This underscores the important role of speech styles in building character identities, depicting relationships between characters, and conveying specific messages to the audience. Therefore, research of this kind is not only relevant in the context of film analysis but also contributes to our understanding of broader cultural and interpersonal communication.

CONCLUSION

Related to the research findings based on the data analysis, it can be concluded that:

1. There were five speech styles according to Martin Joos's theory that was used by Rara in "Imperfect: Karir, Cinta & Timbangan" movie. They are Frozen style, Formal style, Consultative style, Casual style, and Intimate style.
2. The 79 data were taken from the Rara's utterances which consist of words, phrases, and sentences in "Imperfect: Karir, Cinta & Timbangan" movie. The types of speech style found in the data were: Frozen style occurred for 1 time equal to 1.27%, Formal style occurred for 5 times equal to 6.33%, Consultative style occurred for 5 times equal to 6.33%, Casual style occurred for 54 times equal to 68.35%, and Intimate style occurred for 14 times equal to 17.72%. The type of speech styles mostly used

by Rara in "Imperfect: Karir, Cinta & Timbangan" movie is Casual style with a total of 54 (68.35%).

3. Casual style is the most dominant type found in the data, with a total of 54 (68.35%), it is because the genre of the movie is romantic comedy so there is no need to use a lot of formal language and casual style is used for daily conversation in relaxed or informal situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

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