Chapter I
Introduction

In this chapter the researcher discusses the speech style of the main characters in the series. The subject of this research is Alyssa as the main character in "The End of the F***ing World" Netflix series. In this chapter there is a discussion that includes the research background, problem identification, problem limitations, research questions, research objectives and the significance of the research.

1.1 Background of the Study

Humans are social creatures; they live in a society that requires interdependence. As social beings, humans engage in various interactions throughout their lives. This interaction occurs between individuals and other individuals or groups and between groups and other groups. In the process of interacting, humans need language because language serves as a vital tool for communication. This is in line with Okarisma et al. (2022: 1), who found that language and communication are intrinsically linked. The connections between language and communication are evident in the meaning of language. According to the linguistic framework and communication perspectives, language is viewed as a means for individuals to engage with others. Accordingly, communication requires a medium. In this context, the medium is language. Language aids individuals in conveying different concepts,

including ideas, thoughts, information, knowledge, experiences, and emotions, to other individuals.

The field of the sociolinguistic explores the link between language and society. Sociolinguistics is derived from two words: "socio", meaning social, and "linguistic" a branch of linguistics. Thus, we can say that sociolinguistics is a study how of language is used in various social contexts. According to Wijana (2019), there are significant variations in language use among individuals of different age, social status, economic status, education, and occupation within society. These variations extend to various times of day, including morning, afternoon, evening, and night, as well as different formalities, from highly formal to semi-formal and informal settings. Therefore, it is essential within sociolinguistics not only to comprehend the spoken words but also to understand the context, culture, conditions, and situations.

Sociolinguistics presents the idea of speech styles to enable us to navigate and analyze this linguistic diversity. Joos classified speech style into five level formalities in spoken and written language in his 1967 book "Five Clocks". These five speech styles are: (1) Frozen, (2) Formal, (3) Consultative, (4) Casual, and (5) Intimate. The use of these speech styles relies on the context. During a formal ceremony, a formal speech style is commonly expected, whereas a less formal, but still professional tone may be employed during a public lecture. On the other hand, Mandell and Kirszner (2003) have identified four categories of speech style. The four styles are (1) formal, (2) informal, (3)

colloquial, and (4) Slang, each with a unique way of conveying ideas when communicating with others.

There are many ways to explore and familiarize oneself with various speech styles, and one of them is through watching movie. Movies are a form of artistic expression found in literature. The three main types of literature are poetry, prose, and drama, and drama bears resemblance to movies. This is in line with Wibowo's statement (in Rizal, 2014) movie serve as a means of conveying an ideas or stories from artists to the general public. A movie can be regarded as a means of communication that merges various art forms, such as literary works, theater arts, and music. In the movie, there is the term series. The term 'series' is used to refer to a sequence of stories in a movie that share a connection with the preceding story.

Currently, there are various interesting series that we can watch easily through streaming platforms. One of the most popular streaming platforms today is Netflix. Netflix offers many services for TV shows, films, anime, documentaries, and various series from around the world. There are many interesting series genres ranging from Romance, horror, thrillers, action and there are also series with the dark comedy genre which is booming in 2019 namely "The End of the F***ing World".

"The End of the F***ing World" is a Netflix series narrating the lives of two young people, James and Alyssa. James is known to be a psychopath whereas Alyssa is a teenager who yearns for freedom despite grappling with several personal issues. The journey across England that commences when

these two meet is riddled with obstacles. The main character was selected as the research subject due to her use of language typical of young people in her dialogue, prompting the researcher to investigate teenage language styles. Additionally, Alyssa's significant role in the film allows for exploration of various language variations.

Language is a fundamental aspect that requires extensive study as it used daily. The utilization of speech styles plays a vital role in facilitating communication and preventing negative impressions that may stem from using unsuitable styles in particular circumstances. Based on the explanation, the researcher will examine the speech style of the main character utilizing Mandell and Kriszner's (2003) theory, which classifies speech style into four types: formal, informal, colloquial, and slang. Furthermore, the researcher will identify the factors influencing the main character's speech style, citing the theory by Holmes (2013).

Referring to previous research, conducted by Mahbub (2016) study titled "Speech Styles Used by the Main Character in the Zootopia" Movie the aim of this research is to determine which speech styles are employed by the main character in the movie "Zootopia" and which speech styles are most frequently used by the main character in the film. The grand theories utilized in this research are those of Martin Joos and Hymes. The results of this study reveal: 2 frozen styles, 4 formal styles, 4 consultative styles, 8 casual styles, and 7 intimate styles. The speech style most frequently used by the main character is casual.

The second study conducted by Yuniarti (2020) regarding speech style is titled "Speech Style Analysis of Main Character "Merida" in Brave Movie Script". The purpose of this research is to find out the speech style used by Merida in the movie "Brave". The grand theory used by researchers is the Joos theory. The result of this study indicate that Merida does not employ all speech styles. The speech styles that used by Merida encompass formal style, consultative style, casual style, and intimate style.

The third study conducted by Suroso (2018) regarding speech style is titled "An Analysis of Speech Styles Used by Desmond Doss in Hacksaw Ridge". The purpose of this research is to find out the style of language used by Desmond Doss in Hacksaw Ridge and the reasons why he uses that style of language. This study uses the Joos Theory (1976) and the Holmes Theory (2013) to analyze the data. The results obtained in this study show that Desmond Doss uses formal (2.094%), consultative (26.701%), casual (49.215%), and intimate (21.990%) styles. On the other hand, the researcher did not find frozen speech in Desmond's story. The researcher also concluded that Desmond Doss did not use the frozen style due to the influence of social factors such as participants, settings, topics, and conversational functions.

The fourth study conducted by Anugrahsuci (2014) regarding speech style is the titled "Speech Styles Performed by The Main Characters of "The King's Speech". The topic discussed in this study is the speech style displayed by the main character in the film 'The King's Speech". This study uses Joos theory (1975) as the grand theory and Dell Hymes' theory to support researchers in

finding the factors that cause the main character to use these various languages. In the results of this study, the researcher found that frozen variety only appeared once, or 1%; formal variety appeared in 12 utterances, or 16%; consultative variety appeared in 11 utterances, or 15%; casual variety was the most used, namely 32 times, or 43%; and intimate variety appeared 18 times, or 24%. The factors that influence it are setting and scene, participant, end, act, key, instrument, norm, and genre.

The last study conducted by Hamdani and Damanhuri (2017) regarding speech style is titled "Speech Style Used in the Workplace in the 500 Days of Summer Movie". The purpose of this study is to describe the types and social contexts that influence the speech style used by several characters at work in the film 500 Days of Summer. The main theory used in this study is the Joss Theory (1976), supported by Hymes' theory (1974), to determine the factors that influence speech style. The results of this study show that there are four types of speech styles at work in the film 500 Days of Summer: formal, consultative, casual, and familiar, and the consultative style is the style most often used.

1.2 Identification of the Problem

In this study, the researcher focuses on analyzing the speech style of the main character in "The End of the F***ing World," a Netflix Series. The main character to be analyzed is Alyssa, who utilizes Mandell and Kirszner (2003)

Grand Theory for speech style analysis, as well as Holmes' (2013) to identify factors that influence the use of speech style in the main character.

Alyssa is teenage characters with unique dialogue that reflect the speech patterns commonly found in adolescent. The researcher wants to know speech styles employed by teenage characters. Therefore, this study aims to identify the speech styles of the main character, what influences her speech styles, and what speech styles her often use.

1.3 Limitation of the Problem

In order to ensure the focus of the research, the researcher limited the scope to only analyzing the main character's conversational speech style, using Mandell and Kirszner's theory (2003). In addition, Holmes' theory (2013) was implemented to identify factors influence the main character's speech style. The conversations between Alyssa and other characters in Season 1 of "The End of the F***ing World" Netflix Series, comprising eight episodes of approximately 20-25 minutes in length, will be analyzed by researchers.

1.4 Research Questions

1. What are the speech styles used by the main character in "The End of the F***ing World" Netflix series?
2. What factors influence the main character's speech style in "The End of the F***ing World" Netflix series?

3. What are the types of speech styles mostly used by the main character in "The End of the F***ing World" Netflix series?

1.5 Objective of the Study

1. to identify speech style used by the main character in "The End of the F***ing World" Netflix series

2. to know the factors influence the main character use speech style in "The End of the F***ing World" Netflix series

3. to figure out the types of speech styles mostly used by the main character in "The End of the F***ing World" Netflix series

1.6 Significances of the Study

1. Theoretically

   Theoretically, this research aims to enhance knowledge in sociolinguistics for the benefits of readers, students of English literature. This will facilitate the analysis of speech styles and inspire further research from various perspectives.

2. Practically

   Practically, this research intends to enrich the reader's comprehension of sociolinguistics, particularly in reference to speech style. This study can serve as a resource for subsequent researchers conducting similar studies.