

REVEALING ALADEEN'S AND NADAL'S LANGUAGE STYLE THROUGH ALADEEN'S IDENTITY IN THE DICTATOR MOVIE

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Abstrak

Bahasa merupakan hal yang penting dalam kehidupan sehari-hari. Seiring dengan label manusia sebagai makhluk sosial, maka manusia memerlukan interaksi satu sama lain. Dalam melakukan interaksinya, manusia memerlukan bahasa sebagai alat untuk menyampaikan perasaan, pemikiran, dan emosinya. Pemilihan gaya bahasa tentunya diperlukan agar tujuan dan maksud dari interaksi dapat tersampaikan dengan baik. Identitas sosial seseorang tentunya mempengaruhi gaya bahasa orang tersebut dengan bahasa lawan bicaranya karena sebuah bahasa umum dapat digunakan sebagai alat yang ideal untuk menunjukkan karakter unik dari sebuah grup sosial, dan untuk membentuk ikatan sosial pada identitas umum dasar. Dieckhoff, (2004). Penelitian ini dilakukan untuk mengerti hubungan antara bahasa dan identitas, lebih dalam lagi penelitian ini juga mengangkat hubungan antara bahasa dan identitas di ranah kekuasaan dari bahasa. Pada umumnya semua kekuasaan pada akhirnya harus menggunakan bahasa, untuk memerintah, yang mana ketika menyampaikan sesuatu semuanya harus mendengar dan menaati saja. Weiß & Schwietering, (2014). "The Dictator" adalah subjek yang dianggap cocok untuk dianalisis karena cerita dari film ini menggambarkan keadaan perubahan identitas yang mana juga merupakan perubahan kekuasaan. Penelitian ini dilakukan untuk mengerti hubungan dari identitas, bahasa dan kekuasaan pada ucapan Aladeen sebagai diktator dan dibuktikan menggunakan teori "*Social Identity*" dan "Five Clocks". Metode yang digunakan untuk menganalisis data adalah deskriptif. Dari hasil penelitian ditemukan bahwa identitas dari Aladeen tidak mempengaruhi gaya bahasa nya tapi disisi lain mempengaruhi gaya bahasa dari lawan bicaranya (Nadal) setelah di analisis menggunakan "*three mental processes*" dari teori "*Social Identity*" oleh Tajfel, (1979) dan dicocokkan dengan teori "Five Clocks" oleh Joos, (1967). Sehingga dapat disimpulkan bahwa casual style adalah gaya bahasa yang merupakan ciri khusus dari seseorang yang memiliki identitas sebagai diktator.

Kata Kunci: Identitas sosial, Sociolinguistik, Gaya bahasa, Diktator

Abstract

Language is an important thing in human's everyday life. In line with the label of human as social creatures, they need interaction each other. In doing this, human needs language as a tool for delivering feelings, thought and emotion. The choice of language style is needed for reaching the goal of the interaction well. Social identity of people might be influencing people's language style and their interlocutor's language style because a common language can be the ideal vehicle to show the unique character of certain social group and to encourage social ties in basis common identity. Dieckhoff, (2004). This study is done to understand the connection of language and identity, deeper this study is also dealt with the connection of language and identity in the terms of power of the language. In common all power must finally use language, be conveyed through it, to command, which when speaking other must only hear and obey. Weiß & Schwietering, (2014). "The Dictator" is the appropriate subject since the story is about the change of identity which means the change of power. This study is done to understand the connection with identity, language, and power in Aladeen's utterances as the dictator and also Nadal's utterances as his interlocutor using Social identity and Five Clock theory. The method that is used in the study is descriptive qualitative. From the analysis it is found that Aladeen's Identity did not affect Aladeen's language style but in other hand influence his interlocutor's (Nadal) language style after the analysis using three mental processes from social identity theory and matched with "Five Clocks" by Joos, (1967). It can be conclude that Dictator identity has casual style as it's unique character.

Keywords: social identity, sociolinguistics, language style, The Dictator

INTRODUCTION

Language is an important thing in human's everyday life. It differentiates human to other creatures. Language is used by human to share their feeling, thought and emotion. As the social creature, human cannot live without others, that is why human needs to interact each other, and the media is the language. According to Keraf, (2005:1), language is a communication system that uses symbols and vocal (speech sound) which are arbitrary.

Referring to the statement that a common language can be the ideal vehicle to show the unique character of a certain social group, and to maintain common social ties on the basis of a common identity by Dieckhoff, (2004), the study was done to see the connection between language and Identity. Tajfel, (1978) explains social identity as 'that part of an individual's self-concept which derives from his knowledge of his membership in a social group'. Deeper, it has been told that social or collective identity comes up when self-definition is focused upon a shared self-aspect, which may be inter alia a belief, a symbol, a psychological or physical trait, etc. (Simon, 2004). The position of someone in the community influences the way he speaks. For example, the way a boss speaks with his or her worker must be different from the way a worker speaks with his or her boss. Another example is the way the king speaks with his people is definitely different from the way a citizen speaks with his king. This case comes up with the importance of identity in order to influence the way people speak. Social identity is an individual that includes in social interaction (James, in Walgito, 2003:98). In this case, someone cannot be seen as an individual, but as a part of certain social group or can be called as depersonalization.

This study took the subject who had the story about a dictatorship, this was also needed to know the connection between language and power. Power will be shown through language, where others must only hear and obey, and language is also used to deliver power in order to persuade the hearer. Weiß & Schwietring, (2014)

The subject that was used in this study is "The Dictator", "The Dictator" is a 2012 American comedy film co-written by and starring Sacha Baron Cohen. Delinker, (2012). The writer Chose this topic because it was expected to be if we knew the background of someone's language style especially identity background that somebody had. With that kind of knowledge, we may have preparation of what we will say depends on our and interlocutor's identity. "The Dictator" is expected to be good subject in analyzing this topic, because the story may have the plot that changes the social identity of the main character from dictator who has strong influence and power into citizen who has no power

and less to be listened. This condition can be analyzed for the cause of this change in the case of language style.

The study was done to solve arisen problems of the study which are the language style of "Aladeen" before and after losing power and the language style of Aladeen's interlocutor (Nadal) towards Aladeen before and after losing power.

This study was purposed to add or enrich more information about five language style in five clocks and Social Identity so it can be useful to choose the appropriate language style by looking and understanding interlocutor's identity and power.

METHOD

In Common, this research is categorized as qualitative research, with the source of the data are in words or sentences form which separated according to each category in the purpose to get the conclusion. Arikunto, (1996:243). Qualitative method is investigative methodologies or participant observer research. It emphasizes the importance of looking at variables in the natural setting in which they are found. Interaction between variables is important. Detailed data is gathered through open ended questions that provide direct quotations. The interviewer is an integral part of the investigation Jacob, (1988). This differs from quantitative research which attempts to gather data by objective methods to provide information about relations, comparisons, and predictions and attempts to remove the investigator from the investigation Smith, (1983). Goes deeper, this research is also a descriptive research since descriptive method is a method of research that makes the description of the situation of event or occurrence Nazir, (1998). The evidence is because this study is analyzing the occurrences of the language style by looking at each language style's characteristic.

The source of the data is computer movie file of "The Dictator" movie. The data was taken from the utterances produced by the subjects Aladeen and Nadal during the conversations. The data were the words, sentences, and dialogues during the conversation.

In this study, there were two questions that were answered. There were several steps to do in order to answer two research questions.

- 1) The Identity of Aladeen analyzed by using three mental processes (social categorization, social identification, social comparison) in social identity theory by Tajfel, (1979). Example :

1. Social Categorization Process

Nadal :

The utterances from the Interlocutor of Aladeen (Nadal) will be analyzed to know the truth of the social categorization of Aladeen's identity

2. Social Identification Process

Aladeen :

Social identification process purposed to know what certain behavior of Identity that is followed by Aladeen. The utterances will show what certain behavior that is followed by Aladeen as the member of that group identity.

3. Social Comparison Process

Social comparison process was done to maintain the self-esteem of Aladeen to be included in group identity. The data that is proved this phenomenon as follow:

Aladeen :

The data above done to see if Aladeen done the social comparison of his membership of certain group identity with other group identity in order to maintain his self-esteem to be included in that certain group identity.

- 2) Analyze the data based on its classification of speech styles using Five Clocks theory by Joos, (1967) and find the reason of its appearance by looking at behavior of the group identity that should be followed

00:05:04,054 --> 00:05:05,180

Now, show me my nuclear weapons!

The utterance comes from Aladeen toward his nuclear researchers. The utterance above shows the context where Aladeen orders his workers to do what he had said. By the characters of casual style that is the used of omission and slangs, the utterances above shows the omission of "please". Because of that, the utterance above classified as **casual** language style. The appearance of casual style simply because the situation takes place in the Wadiyan Nuclear Project where Aladeen is the supreme leader and according to the social identification step that the behavior of Dictator that should be followed is the power, so the language style must reflect the power itself. And casual style which is characterized by the omission is appropriate language style since a dictator does not need to think about social barriers and in this case does not need to insert "please" inside his language.

FINDINGS

Aladeen's Identity and Language Style Before and After Loses Power

This subchapter was answering the first research question about Aladeen's identity and Language style that was happened before and after Aladeen lost power.

Aladeen's Identity Before Loses Power

From the very beginning the narrator told that Aladeen is an Admiral General who rules his country in dictator way. Now the Aladeen's identity as the dictator will be checked and proved by the evidences using three mental processes from social identity theory by Tajfel, (1979) they are social categorization, social identification, and social comparison.

1. Social Categorization Process

Social categorization process was done in order to know what group identity that Aladeen included in. this is the first step of three mental processes that must be done to continue the deeper analysis.

1. 00:06:00,986 --> 00:06:03,580(18)

NADAL: Ah! Supreme Leader!

ALADEEN: Ah, Nadal.

2. 00:07:48,760 --> 00:07:50,307 (27)

NADAL: Leader, let me explain to you.

From the way Nadal called Aladeen, it can be said that Aladeen is supreme leader, supreme leader is the highest leader, means there are no higher power that Aladeen has. So from this conversation of Aladeen with Nadal in Wadiyan Nuclear Research, it can be known that the identity of Aladeen is Dictator which carries power

2. Social Identification Process

After categorized, Aladeen identity should be identify with what certain behavior that Aladeen must follow as the member of dictator identity, in this case language behavior. As a dictator, Aladeen should show the power where his interlocutor only hear and obey that he carries. As the study dealt with language, the power here should be reflected by the language style that Aladeen uttered.

3. 00:05:04,054 --> 00:05:05,180 (09)

ALADEEN: Now, show me my nuclear weapons!

Social identification process purposed to know what certain behavior of Identity that is followed by Aladeen. The utterances above takes place in the Wadiyan Nuclear Project where Aladeen orders his men to show his nuclear weapon. The way Aladeen asking his men to do what he said without "please" and the high intonation that is signed by exclamation mark shows the behavior of showing power as it did by any dictators that is followed by Aladeen.

4. 00:08:48,695 -->00:08:54,584 (32 – 34)

ALADEEN: How dare you question my memory? I remember everything! (Ordering his bodyguard to kill)

NUCLEAR RESEARCHER: No, I would never do that! Never! I'm so sorry. I didn't mean that.

That conversation happens in the Wadiyan Nuclear Project when one of his nuclear researcher told Aladeen why Aladeen gave the order to execute Nadal and when that nuclear researcher ask him whether he remembered or not, Aladeen gives the order (a hand on the neck) to his bodyguard to execute the nuclear researcher. This situation shows that Aladeen followed the behavior of governing through undefeated power just like what any dictator in the world did.

3. Social Comparison Process

Social comparison process was done to maintain the self-esteem of Aladeen to be included in dictator group identity. The data that is proved this phenomenon as follow:

5. 01:24:51,044 --> 01:24:53,297(64-68)

ALADEEN: I will tell you what democracy is! Democracy is the worst! Endless talking and listening to every stupid opinion! And everybody's vote counts, no matter how crippled or black or female they are.

The data above was taken from the utterances where Aladeen gave the speech among the nation's delegation and compare about the worst to be Democracy. He gave the bad things example to be included in Democracy. He used negative words to explain what democracy is. This data showed how he passed the social comparison process to maintain his identity as Dictator. He shows the hostilities between his group identity (dictator) and the out group identity (democracy)

The data analysis above shows that at the first time, the identity of Aladeen is Dictator and it carries the language behavior that shows power inside the language, beside that Aladeen tends to compare his identity with other group identity.

Aladeen's Language Style Before Loses Power

Since Aladeen language style should be mirrored by the behavior of the dictator, the language that he uses must be kind of language style which shows that he does not need to be afraid of what he said and he does not need to be worried about the interlocutors feelings or must be kind of language that shows the undefeated power just like what dictator around the world had where the hearer must only hear and obey. From the Martin Joos's Five clocks theories, the only style that matched with these characteristics is Casual Style, Since a dictator should not think about social barrier that makes he manage his language style to be more formal or polite. Since the character of Casual style are the used of omissions and slangs, the language of Aladeen shows that characteristics. Before the analysis goes deeper with the data, the writer gave the note that the data were reduced since the data has the style similarity, for the complete data, will be shown in the appendix. Here were the evidences:

1) The Use of Omission:

Omission or ellipsis is the removal of unstressed words that is usually at the beginning of the sentence to signaling the informality.

(1) The Omission of "Please":

6. 00:05:04,054 --> 00:05:05,180(09)

ALADEEN: Now, show me my nuclear weapons!

The utterance of Aladeen above is classified into casual style because the characteristic of casual style is the use of omission and In this case is the omissions of "please" in the sentence "Now, (please) show me my nuclear weapon". The situation takes place in Wadiyan Nuclear Research with the interlocutor is the nuclear researcher.

7. 00:07:34,496 --> 00:07:37,249(22)

ALADEEN: Indulge me. For one second, pretend that I'm an idiot.

The utterance of Aladeen over is classified into casual style because the characteristic of casual style is the use of omission and slangs and In this case is the omissions of "please" in the sentence "(please)Indulge me. For one second, pretend that I'm an idiot.". The situation takes place in Wadiyan Nuclear Research with the interlocutor is the nuclear researcher.

8. 00:07:38,458 --> 00:07:41,678 (24)

ALADEEN: *And explain to me how this bomb*

The utterance of Aladeen over is classified into casual style because the characteristic of casual style is the use of omission and slangs and In this case is the omissions of "please" in the sentence "*And (please) explain to me how this bomb*". The situation takes place in Wadiyan Nuclear Research with the interlocutor is the nuclear researcher.

(2). The Omission of "Do" :

9. 00:08:35,515 -->00:08:40,316(28)

ALADEEN: *Okay. You know what?Let's just agree to disagree, my friend.*

The other omission found in the Aladeen's utterance is the omission of do. Because of that the sentence over is classified into casual style. The omission do appear in the "*Okay.(Do) You know what?....*". The situation takes place in the Wadiyan Nuclear Project in the past. The interlocutor is Nadal. This utterance appears after long debate about the top of the nuclear's shape, where Aladeen want it to be pointy but Nadal made it rounded. Aladeen use this casual language style then asks his bodyguard to kill Nadal.

2) The Use of Slangs :

Slang is defined to be non-standard words that are used by certain group of people that indicates in-group relationship.

(1) The Slang of Thing:

10. 00:06:20,255 --> 00:06:23,600(21)

ALADEEN: *They will think that it is a **huge robot dildo** flying toward them'*

The other characteristic of casual style is the use of slangs. The way Aladeen calls his Nuclear weapon as *huge robot dildo* indicates the slang. The launching of new nuclear weapon should be a formal meeting, so the participants inside the meeting will use a formal language, but here, Aladeen uses the power through the language by using slang while mentioning nuclear weapons. The utterance was done in Wadiyan Nuclear Project with Nuclear Researcher as the interlocutors.

(2) The Slang of Person:

11. 00:05:26,785 --> 00:05:29,664(13)

ALADEEN: *This is my weapon?I will be a*

laughingstock!

Again, the use of slang is found in the Aladeen's utterance. This strengthen that Aladeen uses the power of his dictator through his language. Aladeen said to his researchers that if that was his weapon he will be laughed. But he explain it with little angry because he did not satisfied enough with the shape. So he used word *laughingstock* rather than *laughed*. That is why it is classified as casual style.

The utterances above can be the evidence that Aladeen's followed the language style as the dictators should behave. The casual style are indicated by the use of omissions and slangs that he said. This language style is appeared because the power that he had as the supreme leader of the country. The social barrier is no longer matter for him because his identity is the highest in that country.

For the analysis by using "Three Mental Process" in social identity theory it is true that the Aladeen's identity is a Dictator and he follows the language behavior as dictator by using **Casual** language style since he does not need to think about social barriers to manage the language. He really realizes who he is and he knows what he has to do with his language. This Casual style comes up by the background of his Identity as Dictator.

Aladeen's Identity After Loses Power

There is a condition in the movie where the Aladeen's power as Admiral General (The highest leader of the country) was sabotage by his uncle in order to have the right to sell Wadiya Oil. The position of Aladeen here was replaced by the imitation that has similar face with Aladeen who is fooled by his uncle Tamir. In this sub-chapter the analysis is done to see the change of the identity of Aladeen by using three mental processes of social identity theory.

1. The Social Categorization of Aladeen's Identity

Right after he was kidnapped and trying to be killed and succeed to escape, he realize that he was betrayed and he lost his power. The Identity of Aladeen is totally changed and can be categorized as **Usual Citizen** that has no power. Of course the behavior of Dictator should be changed into the behavior of Usual Citizen and so does the language behavior. He should think about the social barriers, the formality of the language since he may has lower social identity than his interlocutors.

12. 00:37:22,824 --> 00:37:29,543(40)

NADAL: What are you doing here? And what has happened to your beard?

ALADEEN: I've been replaced by this body double who's a total imbecile

Right after Aladeen lost his power because he was kidnapped and tried to be killed, he found a place named Little Wadiya, and that was the place where every people Aladeen had executed are still alive, in that place. Aladeen meet Nadal there and he was asked about his appearance and what was he doing there. Aladeen said that he was replaced by body double, means that he has no power anymore and his identity totally changed to usual citizen that has no influence in the government system.

13. 00:37:50,393 --> 00:37:54,398(49)

ALADEEN: Nadal, you must help me get back into power.

Aladeen asks nadal to help him get back into power, means that at that time, he has no power anymore. It can be other evidence that Aladeen's Identity was totally changed from someone who has a lot of power, even undefeated power, but now someone who has no power, same like usual citizen, so now the Aladeen identity categorized as usual citizen.

2. The Social Identification of Aladeen's Identity

The next step is about to identify the behavior that he must follow since he has no power and become usual citizen. The usual citizen should obey any rules and on his knees with the power that exist around. The behavior of language like the choice of the words, being polite with his interlocutors is the kind of identity that he should follow. But Aladeen did not apply that behavior simply because he is accustomed by his identity as supreme leader before, and he refuse to accept his new identity as usual citizen.

14. 00:30:08,974 --> 00:30:11,978 (37)

ALADEEN: *Okay. I tell you what, get back to work, Captain Hook!*

Though the identity is changed, Aladeen still uses impolite language even to the stranger that somebody need to be using a formal and polite language. That utterance comes from Aladeen when Zoey took him into her grocery and showed him that her workers are political refugees, one of them is Sudanese black man whose the village was reinsacked. There Aladeen call him with "Captain Hook" rather than asking the real name just like

what people do when they meet with strangers. So it is proved that Aladeen did not pass the social Identification.

3. The Social Comparison of Aladeen's Identity

The last step is social comparison. In this situation where Aladeen's Identity is changed there is no social comparison because although now Aladeen is categorized as usual citizen, he does not want it and he does not want to maintained his social identity and still trying to get his social identity as dictator back. That is why, in this case, **the social comparison step does not work.**

Different with the Identity before losing the power, the identity of Aladeen changed into usual citizen, and it was analyzed by three mental processes, usual citizen identity carries the language behavior that taking care of social barrier with the interlocutor. The comparison step did no work simply because Aladeen did not accept his new identity.

Aladeen's Language Style after Loses Power

Since the Aladeen's identity as Citizen, he should follow the language behavior of how the citizen behave. But in the data, cannot be found that Aladeen follows this behavior. He still uses **Casual style** mostly instead of **Formal style** or **Consultative style**. For **Frozen Style** it is not included here because the story does not make the situation that Aladeen has a conversation with any kings or presidents. This phenomena comes up because he rejects the fact the he lost his power and still act like a dictator, and he still tries to get his position again. Aladeen's Language style can be seen in the data below by the use of omissions and slangs :

1. The Use of Omissions:

1) Omissions of "please"

15. 00:28:21,450 --> 00:28:23,168 (36)

ALADEEN: *Get me clothes, little man.*

The loss of power did not make Aladeen understand well to treat people around. He still thinks that he has no social barrier with them and he still have the power that he can show through the language. The omission of "please" in "(please) get me clothes, little man" indicates the casual style appeared after the loss of power. This utterances was purposed for Zoey, a grocery manager that helped him when he was expelled by the police officer in the hotel because he dressed like a beggar. The way he calls Zoey that is a stranger was not

formal enough because we need to be keeping the social barriers and use the appropriate language, but Aladeen used casual style.

16. 01:00:15,237 --> 01:00:16,955 (63)
ALADEN: *Give him one more for fun, Viktor.*

This conversation appears when he became the grocery manager and he ask Viktor to torture one of the worker in the grocery because he steals the cashier's money. The language used by Aladeen still reflects and acts like a dictator. The omission of "please" in the "(please) give him one more fun, Viktor" shows the characteristic of casual style.

2) The Omission of "Do"

17. 00:51:35,092 --> 00:51:38,437 (60)
ALADEEN: *Yeah, you touch your own malawach?*

The other omission that is found in the movie is the omission of "do" in "*Yeah,(do) you touch your own malawach?*". The word "do" is erased to make the sentence shorter, and it gives the proved that the language style used is casual style.

18. 01:00:11,066 --> 01:00:13,239 (47)
ALADEEN: *You mean I never executed anybody?*

The "do" omission is also found in the Aladeen utterances when he met Nadal in Little Wadiya. Aladeen was surprised to know that Nadal is still alive and he asked Nadal about the execution that he ordered." "(Do) you mean I never executed anybody?" The omission of Do shows the tendency of **casual style** using in the utterance.

2. The Use of Slangs :

The slang of Person:

19. 00:30:08,974 --> 00:30:11,978 (37)
ALADEEN: *Okay. I tell you what, get back to work, Captain Hook!*

The Aladeen language style after the loss of power still influenced by the identity of dictator before, he was accustomed with it, so he was accustomed to use inappropriate language in any context and situation. The way Aladeen Address a Sudanese black man with "Captain Hook" rather than sir or brother, indicates that his language still at the level of casual. Because one of the characteristics of casual style is the use of slangs.

The Slang of Thing:

20. 00:30:32,247 --> 00:30:33,920 (39)
ALADEEN: *Shave your under-the-arms!*

The other example or evidence that Aladeen uses the slang can be seen in the utterance above, it was said how Aladeen calls Zoey's armpit's hair with under-the-arm. It is weird for someone that is not known before and then order impolitely to shave his interlocutor hair. The slang in this utterance shows the casual style of language that is done by Aladeen. If he was polite enough and understand about social barriers that may appear between he and Zoey that in this case is the one who had been helped him and also his grocery manager that he need to be polite or formal enough while speaking toward her. He may use the language, "*I suggest you to shave your armpit's hair, Zoey*" rather than "*Shave your under the arm!*"

After looking at the Three Mental Processes analysis that has been done, The Identity of Aladeen after he lost his power is usual citizen, but he does not follows the language behavior of usual citizen because he still wants to fight for his position again. Can be seen in the data even if he knows that he lost his power, he still act like who he is before and still uses **Casual Style**. The casual style can be seen from the omission that appears in the sentences. And also the slangs to calls someone's name show how casual it is.

Nadal's Identity

Nadal is the head of Wadiyan Nuclear Project which however still a Citizen that should obey the leader (Aladeen). Of course the Language that he uses must be followed the language style that usually uses by citizen to their leader. The Identity of Nadal can be analyzed using three mental processes analysis.

1. The Social Categorization of Nadal's Identity

As it is known before that Nadal is the head of Wadiyan Nuclear Project, so he can be categorized as **Citizen** who follow and should be afraid of his leader. Nadal is really realized his identity in front of Aladeen, so he make good and polite sentences to communicate with aladeen.

21. 00:05:44,886 --> 00:05:51,067(15, 16)
ALADEEN: *Where is the Head of my Nuclear Program and Procurer of Women? Where is Nuclear Nadal?*

From Aladeen utterances, we can understand that Nadal is the head of Wadiyan Nuclear Program which means one of Aladeen's man who need to obey every Aladeen's order. Because of that, the Nadal's Identity can be categorized as citizen.

22. 00:37:56,399 --> 00:37:58,777(51)
NADAL: *I have a perfectly good job here. I'm a Mac Genius!*

Though after the loss of Aladeen's power and he changed his job to Apple technician just like what we can infer from the utterance above, the identity of Nadal is still same, usual citizen, because he still has no power in government system. When he was asked by Aladeen who had just lost his identity about what his job is, Nadal proudly said that he works in Apple Corp as the Technician. Means that he is still in citizen identity.

2. The Social Identification of Nadal's Identity

After Nadal is categorized as **Citizen** so he needs to act and has a behavior as citizen who really cares about the choice of words while speaking with the supreme leader. As it is said by Joos(1967) that frozen style is the most formal style used in symbolic moment with elegant variety, and formal style is defined as the style that used in important or serious situation, it means that because his identity is usual citizen and he speaks to the Supreme leader who has the biggest power, the language used must be **frozen** or **formal** style, the formality is not lower than that. But after Aladeen lost his power, Nadal thinks that Aladeen has the same identity with him, so just like what people in the same group identity do, he followed the behavior of language where the situation is relaxed or normal situation and appropriate to do with friends it is **casual language style**. It can be seen from the data :

23. 00:06:00,986 --> 00:06:01,987 (18)
NADAL: Ah! Supreme Leader!

This utterance comes from Nadal to calls Aladeen when he met Aladeen in the Wadiyan Nuclear Project. The way he greets Aladeen with supreme leader shows that Nadal followed the behavior of citizen group of identity which is need to be formal to speak with the leader of the country.

24. 00:37:31,458 --> 00:37:34,132 (40)
NADAL : How am I... Wait. You don't know'?

The utterances above also show how Aladeen calls Aladeen with "you" not the "supreme leader". Simply because he think that he is in the same group identity with Aladeen because Aladeen identity is changed to be citizen, and Nadal just need to follow the behavior of citizen identity about how he need to speak with in-group identity member. That's why the conversation looks like has lower social barriers. This utterance appear in the restaurant where he met Aladeen who had just lost his identity.

3.The Social Comparison of Nadal's Identity

The social comparison steps cannot be done since Identity as citizen is not something that needs to be maintained and compare in order to get the self-esteem in front of other rivals(other social group). The hostilities between social groups must exist in order to do this step.

Three mental processes analysis had been done in order to know the exact identity of Nadal. It can be included that identity is usual citizen, the language behavior that should be followed are the language style that shows the formality and take care of social barrier when talking with leader, and the language style that shows the close relationship when talking with in-group identity member.

Nadal's Language Style

Since he realize that he is one of Aladeen's people who is needed to using the language that must be watched carefully with Aladeen, he knows that he must use the language that reflects that kind of behavior. The language styles which are matched with that are **Frozen Style** and **Formal Style**, but right after the loss of Aladeen's power, his language style changed into **consultative** and **casual style**. The evidences are :

Before Aladeen Loses Power:

25. 00:06:00,986 --> 00:06:01,987 (18)
NADAL: Ah! Supreme Leader!

This utterance appears in Wadiyan Nuclear Project was done by Nadal towards Aladeen I order to greet Aladeen who had just arrived there. The way Nadal calls Aladeen with "supreme leader" indicates that Nadal honors Aladeen with symbolize the name of Aladeen with "supreme leader". The language style that is characterized by the symbolic code is **frozen style**. This is simply because Nadal followed the behavior of citizen group identity that needs to be formal while speaks with the highest leader of the country.

26. 00:06:03,822 --> 00:06:06,996 (19)
NADAL: We are just months away from refining weapons-grade uranium

This utterance was done by Nadal towards Aladeen while he presented the new nuclear weapon. The choice of the words and the formality is kept well but there is no symbolic code indicates the formal language style of Nadal. As the character of formal language that is appear in the serious or important situation, thus this utterance can be classified into formal style.

How Nadal calls Aladeen with "Supreme Leader" shows us the characteristic of Frozen style, and the other evidence is formal style because it was appeared in the important or serious situation, the situation of presenting and explaining new nuclear weapon can be categorized

as important situation, thus the utterance of Nadal above, can be classified as formal style.

When Nadal knows that Aladeen lost his power and meet him in the society, He directly change his language style to **consultative** and **casual** style because he thinks that he has no social barrier anymore since he and Aladeen are in the same social group it is Citizen. The evidence can be seen in the data :

After Aladeen Loses Power:

27. 00:37:22,824 --> 00:37:25,919 (40)

NADAL: *What are you doing here? And what has happened to your beard*

This utterance appear from Nadal towards Aladeen in the restaurant in Little Wadiya right after Aladeen had just lost his identity as the dictator. The way Nadal calls Aladeen with "you" indicates there are no high social barriers that he should be worried. That is why the utterance above can be classified into **consultative style**. It is also because the characteristic of consultative style is orally conducted by everyday most communication between two people, the sentence is formal enough but the sentence is simpler rather than formal style.

28. 00:38:14,834 --> 00:38:18,839 .(57)

NADAL: *You reinstate me as head of Nuclear Research, so I can finish building my bomb*

This utterance appears from Nadal as the term for helping Aladeen to get back into power. This language is casual because the use of omission (would, please, and to) in order to show the close relationship (in-group citizen identity) among the dialogue's participants (Aladeen and Nadal). The omission is done in the complete sentence "(Would) you (please) reinstate me as the head of Nuclear research, so I can finish (to) building my bomb". By that reasons, the utterance mentioned as the data, is classified as **casual style**.

29. 00:39:39,002 --> 00:39:42,381 .(59)

NADAL: *Listen, hold onto that badge. It's the only thing that'll get you past security.*

This utterance comes from Nadal in order to give the idea for Aladeen to pass the security of the hotel, so Aladeen can replace the body double and give the announcement that Wadiya will remain a dictatorship. The omission of "please" becomes the reason why this style is classified in **casual style**. The omission of "please" appear in the complete sentence "(Please)

listen, hold onto that badge, it's the only thing that'll get you past the security".

At the first time the language style that is used by Nadal is frozen and formal, but after the loss of Aladeen's power and the change of Aladeen's identity, the Nadal's language style also changed into casual style

Discussion

The results that are found in the data Analysis comes in this section with the supporting of theories. The diverge fact found in the movie also discussed to know the reason of its appearance with related theory.

The influence of Aladeen's Identity towards Aladeen's and Nadal's Language Style

The change of Aladeen's power influenced Aladeen's identity from the dictator into citizen, but it did not affect Aladeen's language style, could be seen in the table that Aladeen's language is still casual. Different from Aladeen, the change of Aladeen power and identity affected Aladeen's language style. From the table it is changed from frozen and formal into consultative and casual.

Language, Power and Identity

From the data analysis it can be seen that Aladeen's power does affect Aladeen's language style. The dictator Identity that he carries is applied in his language style. Since as the dictator he does not need to think about the social barriers where other must only hear and obey, then he chose the words to make the appropriate conversation, he tends to speak in his enjoyable way no matter the feelings of the hearer. So he follows the Casual style to show that he has power and he does not care who the interlocutor is he only cares about the term that he need to be conveyed.

From the analysis by using three mental processes showed that at the first time it is true Aladeen's identity is dictator, the proves are come from the narrator explanation about who General Aladeen is and from how Nadal called Aladeen did. From the social identification step can be shown that Aladeen followed the behavior of dictator and it is strengthened by the evidences that his language indicates that everyone must only hear and obey. The social comparison step works when he speaks in front of United Nations delegations and he persuaded the audience to accept the identity of dictator.

Because of the Identity as Dictator that means has the power, the language behavior that he must followed, must be showing the behavior of dictator. "In general is that all power must finally use language, be conveyed

through it and manifested in it, to command, that is, to speak, where others must only hear and obey". Weiß & Schwietring, (2014). "A common language may be the ideal vehicle to express the unique character of a social group and to encourage common social ties on the basis of a common identity" (Dieckhoff, (2004). From the scholars can be concluded that the language style must shows the power where others must only hear and obey and in other hand also reflects Aladeen's identity itself. That is why, **casual style** is the most appropriate language style since casual style comes with the characteristic of social barriers moderately low and the use of omissions and slangs. The interlocutors of Aladeen do not need to correct and do not have any business with Aladeen's language. The casual language style makes the power arises and The interlocutors only need to hear and obey what had been said by Aladeen., and by the use of that language style they will understand that the use of that certain language style (casual style) is the unique character of Aladeen's identity as dictator.

Right after he lost his power, three mental processes were also done in order to know the identity of Aladeen, and it is proved that Aladeen's identity directly changed into **citizen** but it does not make any difference since he was accustomed to be dictator and he did not accept his identity and even he still tried to get his power back. That is why the social comparison process cannot be done since he did not want to maintain his self-esteem to be included in citizen group identity. Tajfel, (1979) said "If our self-esteem is to be maintained our group needs to compare favorably with other groups. This is critical to understanding prejudice, because once two groups identify themselves as rivals they are forced to compete in order for the members to maintain their self-esteem". The social comparison only done if two groups identify themselves as rivals and each group member need to maintain their self-esteem, just like what Aladeen did when he was a dictator towards democracy. Though the social identification process had been done to know what certain behavior that he should follow as citizen, including language style behavior, Aladeen did not do that. The language style is still at casual style, simply because he did not accept his new identity, and it can be proved by the evidences.

Different From Aladeen, the change of Aladeen's identity does affect Nadal's language style. Three mental processes were done in order to identify Nadal's identity, it works well except social comparison step. Again Tajfel, (1979) said "If our self-esteem is to be maintained our group needs to compare favorably with other groups. This is critical to understanding prejudice, because once two groups identify themselves as rivals they are forced to compete in order for the members to maintain their self-esteem. Nadal here did not compare his identity with other because he think he did not has any rivals that make his self-esteem is needed to be maintained. At the first time before Aladeen's lost his identity, the language style of Nadal are frozen and formal style, it can be proved by the evidence by using symbolic words like "supreme

leader" in addressing Aladeen and with other formal codelabels. But right after he knew the change of Aladeen's identity, he also changes his language style into casual style. This phenomenon appears because Nadal thinks that now he is in the same group with Aladeen, so he uses the language style that is acceptable for intergroup members.

CONCLUSION

From the data analysis can be concluded that the Aladeen's identity does affects Aladeen's language because of the power that had by Aladeen's Identity, but the change of Aladeen's identity from dictator to citizen does not affect his language because he was accustomed to be dictator and he still want to gain his power again. It can be proven in the data analysis that the social identification process of Aladeen's identity after the loss of power was not followed by Aladeen. He violated it. The casual style appears in before and after Aladeen lost his power. For the condition before he lost his power when his identity is still as dictator, casual style appears to show his power since he did not need to think about social barrier and where his interlocutor must only hear and obey. Aladeen does not need to be polite or formal as it is said *"In general is that all power must finally use language, be conveyed through it and manifested in it, to command, that is, to speak, where others must only hear and obey"* Weiß & Schwietring, (2014). For the condition after he lost his power, he still uses the casual style because he does not accept that identity and also he was accustomed in dictator identity and does not need to maintain his self-esteem in citizen identity and he tried to get back into power.

But in other hand, The change of Aladeen's power and identity does affect Nadal's language style simply because before Aladeen lost his power, Nadal was needed to watch and give the attention about how formal his language is, since his identity is 'lower' than Aladeen's, that's why frozen style and formal style are occurred in his utterances just like Joos, (1967) said *"Formal style is defined to be used in important or serious situation"* and also *"Frozen style is described as the most formal and elegant style that deals with very important or symbolic moment"*. But right after Aladeen lost his power, it means his change of identity which is same as Nadal as usual citizen, the language style of Nadal tend to be consultative and casual style it is because he does not need to think about the formality or social barriers between them with following Joos (1967) said that *"Consultative style is used in the most orally conducted everyday business transactions, particularly*

between chance acquaintances" and "Casual style is defined as a style that is used for conversation in relaxed and normal situation that appropriate to the conversation with our friends".

Another study might be done by looking the connection of Identity and Language in different point of view, because there is a still not solved phenomenon where social comparison step in three mental processes of social identity theory cannot be done while someone is rejecting his or her classification in certain group of identity. And also a deeper study may be held to know the relationship between Aladeen and Nadal in pragmatic ways.

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