

**Social Factor and Social Dimension in Terms of Speech Style in Sherlock Holmes
Movie – The Game of Shadow**

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Abstrak

Penelitian ini dilakukan dalam analisis deskriptif kualitatif. Deskriptif kualitatif digunakan selama penelitian, karena penelitian ini menggunakan semua ucapan dalam Film Sherlock Holmes-The Game of Shadow. Ini berarti bahwa fokus penelitian dipersempit hanya secara bertahap dan kategori atau konsep analitik ditentukan selama proses penelitian.

Data disajikan dari bentuk kata dan ucapan Sherlock Holmes dan karakter lain dalam adegan tertentu dalam "Film Sherlock Holmes-The Game of Shadow". Data dianalisis berdasarkan teori Martin Joos. Selain itu, bagian ini terdiri dari hasil dari jenis gaya bicara, faktor sosial, dan dimensi sosial yang digunakan oleh Sherlock Holmes dan karakter lain dalam film "Sherlock Holmes-The Game of Shadow", konteks sosial yang mempengaruhi Sherlock Holmes untuk gunakan gaya itu. Ada beberapa jenis gaya bicara yang ditemukan dalam penelitian ini. Penulis menemukan 9 data tentang ucapan Sherlock Holmes dan karakter lain yang terdiri dari gaya bicara. Dari data yang telah diambil, semua data akan dianalisis. Data itu juga sudah disortir dari film "Sherlock Holmes-The Game of Shadow" karena jumlah datanya.

Abstract

This study was conducted in a descriptive qualitative analysis. The descriptive qualitative was used during the research, because this study used all the utterances in *Sherlock Holmes Movie-The Game of Shadow*. It means that the research focus in narrowed down only gradually and the analytic categories or concept are defined during the process of the research.

The data are presented from the form of word and the utterances of Sherlock Holmes and other characters in a certain scene in "Sherlock Holmes Movie-The Game of Shadow". The data was analyzed based on Martin Joos theories. Moreover, this part consist of the result of the types of speech style, social factors, and social dimension which is used by Sherlock Holmes and other characters in the movie "Sherlock Holmes-The Game of Shadow", social context that influences Sherlock Holmes to use those style. There are several types of speech styles that found in this study. The writer found 9 data about Sherlock Holmes and other characters utterances that consist of the speech style. From the data that has been taken, all data will be analyzed. The data were also already being sorted out from the movie "Sherlock Holmes-The Game of Shadow" because the amount of the data.

INTRODUCTION

Language is a means of communication used by humans to speak, express the intent and purpose of being desired, express themselves or feelings, and show the level of social closeness of someone with the

others. Language also has a part that can be studied, namely linguistics, where in the linguistic order, language becomes a very interesting thing, which is can be a tool to express various styles of language, which is depend on the level of one's closeness, both social and intimate proximity or family. Language in

linguistics is also studied through a wide and intimate vision, where this can include various things, such as language that appears early in the family, the language used between friends or relationships, the language used in the world of school, work, and the world of play for children, to the language used in the social and political world. All of these things prove that language can influence the development of a person, group, community, or country in their activities.

The variety in one's utterances is influenced by a number of social and formality of the context. It happens because the style of one's speech belongs to language variation which is concerned with the term of social factors. According to Holmes (1992:11), *social factors are the participant, the setting, the topic, and the function.*

Social dimension is divided into four: the first is Social Distance (solidarity) Scale concerned with participants relationships, the second is Status Scale concerned with participants status, the third is Formality Scale relating to the setting or type of interaction, and the fourth is Functional Scales relating to the purposes or topics of interaction. Sociolinguistic is a sub-material of the linguistic order in which the things studied are closely related to the society and the social environment. Each person or group must have their own language style in expressing their intent and purpose, where it is also affected by the situation and the existing social environment, so both of the social environment and the style of language used will influence each other.

There are gradation style of speech, from the formal to informal. These speech style can be seen from degree of formality and may be replace with term of social factors and social dimension. Martin Joos (1976), *divided these speech style into five forms, they are frozen style, formal style, consultative style, casual style, and intimate style.*

Not only speech style that can be analyzed in this research, but the social factors, and social dimension are also include in the part of the discussion in Sherlock Holmes movie. This research is focusing on social factor, social dimension, and speech style that will appear in Sherlock Holmes movie-The Game of Shadow, where the concentration of analysis is in conversation between characters. All of the characters in this movie have many different styles to deliver their speech to the other, especially the main character Sherlock Holmes as a detective. He use many styles when he talking with others such us, frozen style, formality style, casual style, and intimate style. The reason why Sherlock Holmes use many style are because, he is a detective, there are many things or

information that he wants to know from various people, he has to adapt to the style used by his interlocutor, and it can help him to find out some new information that he wants to know from that person.

Language style also has its own uniqueness where it can be an identity or identity for the speaker, so that when the speaker is talking with his trademark style, then people who already know him will recognize who he is quickly. Style can also arise because of the cultural diversity that is owned by each region, so that the residents who live in every area that has a noble culture, they also have a style of language that is different from one another. According to Martin Joos (1976): speech style is the forms of the language that the speaker uses and it is depend with degree of formality. Frozen style is the most formal style in speech, according to Hatch and Brown (1995: 319)*frozen style is the register used in print or declamation.* This style is usually used in ceremony or in any situation which is very formal. This style is characterized by long and complex sentences, a scientifically vocabulary, and a consistently serious tone. Grammatical rules are concerned, and the subject matter is substantial.

Formal style is lower than frozen style because usually it is used in formal situation such as in office and meet stranger. Gleason (1965:360): Said that the deliberative key are typically used in one speaking to medium, and also large group. He also describe that formal style is characterized by more complex and varied sentence structures than in consultative. The vocabulary which is used in formal style is also extensive than other style, it is used standard speech, low tempo speech and avoidance the use of repetition. The speaker should frame whole sentences and choosing the words before delivered Gleason (1965:360). Consultative style is a style that shows our norm for coming to terms with stranger's people who speak our language but whose personal stock of information may be different with us Joos (1976:154).

Casual style is an informal style of speech. It occurs in informal situation, like conversation between friends, family chat at home, picnic, exercise, etc. It can be also given to a stranger if the speaker wants to treat him/her as a closer person. There is one characteristic of casual style. It is the ellipsis (omissions) that makes differences between casual grammars and a shorter form that required Joos (1976:154). Casual style is characterized by the use of slang. Slang is a non-standard form of word which is known and used by certain group. As stated by Fromkin, Rodman and Hyams (2007:439), Slang is something that nearly everyone uses and recognizes,

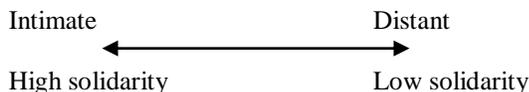
but nobody can define Fromkin, Rodman and Hyams (2007:439).

Example: Do you want to come? → Wanna come?

Intimate style is a conversation that tends to occur between two or more people, where they know each other well. So the conversation that appears will look very close, even though the use of language that they used; just only them that knows the purpose of the conversation (Joos, 1976:155). It is a variety which is used among people who have a close relationship or intimate relation, as between family, couple, husband and wife, etc. There are two systematic features of intimate style. First is extraction. Extraction is not ellipsis. In extraction, the speaker extracts a minimum pattern from some conceivable casual sentences (Joos, 1976:155) for example, “engh” represents an empty word, there is no dictionary meaning but serves as a code label for intimate style. Second is jargon. It is technical vocabulary associated with special activity or group.

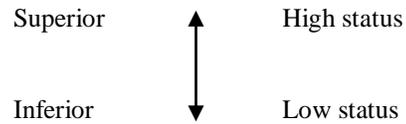
Social Factor: is the way a person speaks to another, but depends on some social factors such as, the participants, the setting, the topics, and the function. The participants: is the person you speak to and the kind of relationship you have with the person (interlocutor) determines your choice of words and also the intonation of voice. The setting: means in what context the language exchanges occur, example: in the market, hall, office room in a home, and university. The settings would also influence the formality of a conversation. The topic: is what is being talked about. The function: is the purpose of a conversation would influence the way a person speak.

Another factor that may influence people to choose their language is a term social dimension. It includes social distances, status scale, formality scale, and functional scale. Any or all of these elements may be relevant in accounting for the choice of language or code in a particular situation what stated by Holmes (1992:12). A Social Distance scale (solidarity): Scale concerned with participants relationships.



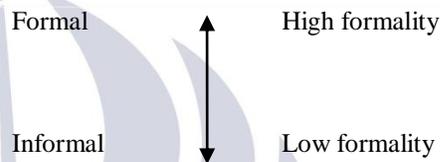
This scale is using for making sure that how well people know someone is a relevant factor in language choice.

A Status Scale: concerned with participants social status.



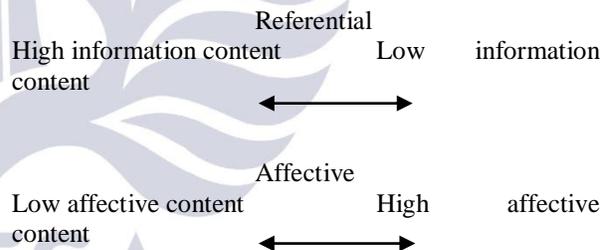
This scale points to the relevance of selecting appropriate code according to people's relationship status among the participant.

A Formality Scale: relating to the setting or type of interaction. The formality scale:



This scale is always relating with the setting or type of interaction and useful in assessing the influence of the social setting or type of interaction on language choice.

A Functional Scales: relating to the purposes or topics of interaction.



This scale has a close relationship between the purpose of the conversation, and the topic of the interaction. The level of closeness between the speakers can make the purpose of the conversation become more intimate or not, depending on the social closeness that exists.

RESEARCH METHODOLOGY

This research was conducted in a descriptive qualitative analysis. The descriptive qualitative was used during the research, because this study used all the utterances in *Sherlock Holmes Movie-The Game of Shadow* which then would be analyzed and transcribe. Qualitative approach was very efficient to analyze the data. The data that came from the utterance from Sherlock Holmes and other characters in the Movie “Sherlock Holmes-The Game of Shadow”. Utterance

from all characters would be sorted based from the type of speech style, and the reason all the characters used the speech style in this Movie “Sherlock Holmes-The Game of Shadow”. This research used qualitative approached because the data from this research was utterance, words or phrase from the movie Sherlock Holmes-The Game of Shadow.

This subject of this study are the characters who gave the data or information related to this study from the utterance. The characters are come from the movie Sherlock Holmes, there will be five person or participants that taken in this case, Sherlock Holmes, Miss Irene, Mrs. Hudson, Mr. Watson, Proof .Moriarty. Sherlock Holmes as a detective, Miss Irene as a Holmes girlfriend and alliance of Mr. Moriarty, Mrs. Hudson as a maid, Mr. Watson as a doctor and Holmes best friend, Proof. Moriarty as a Professor in university and enemy of Holmes, all this topic will analyze in term of speech style. And the setting in this research was the conversation between Sherlock Holmes with others character, and also his target to defeat Proof. Moriarty that always changed in every scene. The location of Sherlock Holmes conducted his conversation happened in many kinds of area such as traditional market, restaurant, Watson office, Sherlock Holmes house, trafalgar sqaure and many other areas.

This study was going to analyze the social factor and social dimension in term of speech style. Thus the data was taken from the utterances, a word, and a phrase of the main characters of “Sherlock Holmes Movie-The Game of Shadow?”. All setting and situation were taken from “Sherlock Holmes Movie-The Game of Shadow” during the interaction of the main characters that appear in this movie. As it is support by Dornyei (2007:38) that the characteristics of qualitative research is to describe social phenomena as they occur naturally. In this case, the study was revealed through the main character utterances because the study was dealing with the style of the language.

Thus, in order to obtain information regarding to the study, the data was collected by downloading the data from (http://www.script-orama.com/movie_scripts/c/sherlock-holmes-the-game-of-the-shadow-script.html). Then all transcript of Sherlock Holmes Movie-The Game of Shadow were also collected and printed in order to make the data easier to be analyzed. This study focuses on the social factors and social dimension in terms of speech style. There were some procedures like, observation, focus characters, and documents, which were taken from watching a movie. Observation was the main technique conducted by the researcher in this study. For answering the RQ1 the researcher was using observation to observe the data from the utterances that

taken form of words or phrase from Sherlock Holmes and other characters. And that utterance classified by the types of the speech style, social factors, and social dimension.

For answering the RQ2 the researcher was using observation technique to found out the reason what is the influenced of speech style that was used by Sherlock Holmes and other characters. It based on the conversation between Sherlock Holmes and other characters that already script from the utterances in the data of RQ1.

Table Domain and Speech Style to answering RQ1:

No	Participants	Setting	Topic (Utterance)	Domain	Code				

Fr : Frozen Style Fo : Formal Style
 Co : Consultative Style Ca : Casual Style
 I : Intimate Style

In this research, the data would be collected through the conversation between Sherlock Holmes and other characters, but not all utterances would be used for the research. Only the utterance of speech style that happened in the middle conversation and have corelation with the social factors and social dimension. Next step after collecting the data. The data was display through data display from the result of collecting the data. The data was obtained after shorting out the utterance that used by Sherlock Holmes and other characters in the movie. For answering RQ1, the data displayed as the utterance from Sherlock Holmes and other characters, and sorted out the types of speech style, social factors, and social dimension that is used at that time by classifying from the utterance, setting, and the participant. For the RQ2, the classifying saw from the participant, setting when Sherlock Holmes and other characters utter their style. From that RQ2 can be answer.

Here the following table as the example of the data display for the research question in this study:

The conversation between Sherlock Holmes and other character
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Number of Datum

The first, the second, and the third research question was relating by each other. In answering the first research question about types of Sherlock Holmes and other characters speech style, social factors, and social dimension by using Joos' (1967) and Janet Holmes' (1992) theory. To answering the second research question about the reason or the factor that cause Sherlock Holmes and other characters used the type of speech style by using Janet Holmes (1992) and Hymes (1974) theory. And the last for answering the third research question about the reason the speech style influenced the social factor and social dimension that was used by Sherlock Holmes and other characters in this study by using Janet Holmes (1992) theory.

FINDING AND DISCUSSION

FINDING

This section presents the finding of the data analysis. The data are presented from the form of word and the utterances of Sherlock Holmes and other characters in a certain scene in "Sherlock Holmes Movie-The Game of Shadow" to answer the statement of the problem. Those questions are (1) how does social factors and social dimension appears in the movie in terms of speech style? (2) What is the influence of speech style in social factor and dimension in the movie? (3) Why does speech style affect social factor and social dimension in the movie ? The data was analyzed based on Martin Joos theories. Moreover, this part consist of the result of the types of speech style, social factors, and social dimension which is used by Sherlock Holmes and other characters in the movie "Sherlock Holmes-The Game of Shadow", social context that influences Sherlock Holmes to use those style. There are several types of speech styles that found in this study. The writer found 9 data about Sherlock Holmes and other characters utterances that consist of the speech style. From the data that has been taken, all data will be analyzed. The data were also already being sorted out from the movie "Sherlock Holmes-The Game of Shadow" because the amount of the data.

In the first finding, the writer would be analyzed the appears of social factor and social dimension, that have a connection with the speech style. The writer would be categorized the analyzed of social factor and social dimension and synchronize each other with the kind of speech style. The appears of social factors and social dimension relatively have the close connection with the three kind of speech style, which are: formal style, consultative style, and casual style, where the main character Sherlock Holmes almost used the three kind of speech style in above because the level of closeness between Sherlock Holmes and other participant in the movie "Sherlock Holmes-The Game of Shadow" are relatively close and distant. It can be look from the background of each character in that movie.

Miss Irene	:	I was assured full payment
		would be there (Formal Style)
Mr.Hoffmanstahl	:	Yes, but assured by whom?
		Have you ever met him in person?
		Or like me, have you been. . .? (Consultative Style)
Sherlock Holmes	:	Hold it, hold it. Please, don't move it
		Judging from size and weight, it's not the payment you were expecting
		I'd wager the contents are rather more incendiary (Formal Style)
Mr.Hoffmanstahl	:	Who is this?

Formal Style used by Sherlock Holmes in the movie "Sherlock Holmes-The Game of Shadow"

This conversation happens on the museum near Strasbourg market. Sherlock Holmes are talking with the Mr. Hoffmanstahl who become the next murder target, and Miss. Irene as a lover of Sherlock Holmes and also as a assistant of his enemy Proof. Moriarty. Mr. Hoffmanstahl is the target of Sherlock Holmes in this scene. Sherlock Holmes trying to scam Mr. Hoffmanstahl to trust him. They meet for the first time in the museum as a new friend that will be help Mr. Hoffmanstahl to stay a life. Mr. Hoffmanstahl also does not know about Sherlock Holmes. Mr. Hoffmanstahl knows that Sherlock Holmes is a Miss. Irene friend directly at the moment. The topic of the

conversation is about the package that Miss. Irene bring and finally would be give for Mr. Hoffmanstahl. At the same time Sherlock Holmes really wants to stop Mr. Hoffmanstahl to open that package, because he knows that Proof. Moriarty just would be eliminating his enemy, to continue his plan in a right way. So, Sherlock Holmes trying to stop it, and keep Mr. Hoffmanstahl and Miss. Irene from that damage.

The second speech style that is occurring in Sherlock Holmes utterances in the movie “The Game of Shadow” is consultative style. There is some code label of consultative style, those are when in the conversation there are some words such as: yes, no, uhuh, mmm, that’s right, I think so. It is happening when one of the speaker or interlocutor gives short response and unfinished statement. This style usually used in less formal situation or the topic of the conversation is not too formal. It shown in this data below.

Watson	: <i>I'm not gonna play this game</i>
	<i>Remember, I have to catch the last. . .</i> (Intimate Style)
(BLEATS)	
Watson	: . . .train
Sherlock Holmes	: <i>Uh-oh</i> (Consultative Style)
	<i>That's you dead, I'm afraid</i>
Watson	: <i>You win</i>
	<i>I lose. Game over</i>
(Intimate Style)	
Sherlock Holmes	: <i>Still don't see me?</i> (Casual Style)

Consultative Style used by Sherlock Holmes in the movie “Sherlock Holmes-The Game of Shadow”

This conversation happens in the Sherlock Holmes house. Sherlock Holmes at that time is on his evaluation about the newest of the way to hiding and his invention about the drugs that can make people get a heart attack immediately and seem to die, with antidotes to recover quickly. Sherlock Holmes wants Watson to see his achievement to catch their opponents with the tricks that have been made by him. In this time they are talking freely, so the conversation that has been appear was look like not really intimate, because the reason Watson coming in Sherlock Holmes house to give his married invitation and he doesn't wants to coming as a partner again with Sherlock Holmes to solved the problem that has been

make from Proff.Moriarty. Soo, when Sherlock Holmes trying to showed his invention to Watson, the reaction of Watson just also, and this is proving that the way people speak to, can influence the changing of social factor such as the topic. Watson not really interested with the topic that Sherlock Holmes discusses, and he wants Sherlock Holmes to focus in his married invitation and their topic conversation becoming low, and this is also the prove that the speech style also can influence the social dimension in the same time such as a social distance scale (solidarity), this scale are relatively have connected with the relationship. So, when the conversation that appear in the movie “Sherlock Holmes-The Game of Shadow” are becoming just also or one of the speaker just give short reaction like: Uh-Oh, it means this condition also can influence the social factor such as the topic and social dimension such a social distance scale (solidarity) becoming low or decrease reaction from the high.

The third style is casual style; it usually used by people in the free time or relax time, when they are has been finished their activity, or when they are met with close friend and have good topic conversation. In this style there are frequent of omissions and slang word in the sentence. In this study, casual style has one most data that would be served below.

Professor Moriarty	: <i>And what considerations</i>
	<i>Will you grant me?</i>
	<i>Have you actually read the book?</i> (Casual Style)
Sherlock Holmes	: <i>I found it compelling. . . .</i>
	<i>. . .though I'm primarily interested</i>
	<i>In your more recent endeavors.</i> (Casual Style)
Professor Moriarty	: <i>I take that as a compliment.</i>
	<i>I have the utmost regard for your talents.</i>
	<i>It's a pleasure to finally meet you. . .</i>
	<i>. . .officially.</i> (casual Style)
Sherlock Holmes	: <i>Are you familiar with the study of graphology?</i> (Casual Style)

Professor Moriarty	: <i>I've never given it</i>
	<i>Any serious thought, no.</i>
	(Casual Style)

Casual Style used by Sherlock Holmes in the movie "Sherlock Holmes-The Game of Shadow".

This conversation happens in the university where Prof. Moriarty works and Sherlock Holmes coming as a invited guest. Both of them are talking about their analysis one and other. Sherlock Holmes trying to read Prof. Moriarty hand writing and connected with his psychology, and trying to push Prof. Moriarty to open the next plan and threaten to abandon all his plans and stop him. Prof. Moriarty also replay the intimidation from Sherlock Holmes and not forget to threatening Sherlock Holmes that he will send the gift for the new couple that already done married yesterday. The way between Sherlock Holmes and Prof. Moriarty talking are relatively threatening one and other, as a opponent they are have been done to detected their character one and other, and this is make them can speak freely but full of meaning when they are talking. The style that they are used is casual style. This style are also the reason why casual style can affected social factor such as the participant with social dimension such as a status scale that concerned with the participant itself. Casual style appears when they are talking as a fiction invitation guest and the owner but they already know each other.

In this study the most style that can occur in Sherlock Holmes utterances is casual style. Casual style of speech by Sherlock Holmes occur when he talks with his friend Watson, and also his enemy Prof. Moriarty. Sherlock Holmes often uses casual style in this study because most of his conversation happened in the place where people meet up with the friend in daily activity such as university, and market. In conclusion, there are three type of speech style that occurs in Sherlock Holmes utterances in the movie "Sherlock Holmes-The Game of Shadow". Those are Formal style, Consultative style, and Casual style. In addition, Sherlock Holmes influence by the social context when he choose his type of speech, such as setting, person, topics, and situation.

Based on the result of the data analysis and conclusion, the writer proposes some suggestions as follows:

- A. For the reader
 - 1) The application of various kinds of speech style on campus in daily learning activities can help other students to be more familiar with the

influence of social factor and social dimension in speaking.

- 2) The researcher hopes that this study can improve their knowledge about speech style, social factors, and social dimension in the social situation.

B. For the next researcher

The researcher hopes that this study can lead them to find other factors and other social dimension that occur when people use speech style. In addition, the other researcher has to considering this study as their help to improve their researcher in the future. And for the next researcher has to correcting this study because this study is also had the shortage and make the improvement in his or her research that has the same topic or subject with this research.

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