

The Analysis of Language Style Used in Barbie Movie (2023)

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Abstract

Among the sociolinguistic subfields, language styles are concerned with how people speak according to the social formality scale. This research, entitled "The Analysis of Language Style Used in Barbie Movie (2023)," aims to show the difference in language styles using Martin Joos's (1967) theory. The method used in this research is qualitative, and the data source is a movie with the title "Barbie" by Greta Gerwig. The researcher has found that 14 dialogues consist of 1 dialogue in frozen style, 2 in formal style, 3 in consultative style, 6 in casual style, and 2 in intimate style. Then, to conclude this study, the researcher found that the characters used all the language styles based on Joos' theory. Of the five language styles, the casual style is the most widely used in the Barbie movie.

Keywords: Barbie; Language Style

Abstrak

Di antara sub-bidang sosiolinguistik, gaya bahasa berkaitan dengan bagaimana orang berbicara menurut skala formalitas sosial. Penelitian yang berjudul "Analisis Gaya Bahasa yang Digunakan dalam Film Barbie (2023)" ini bertujuan untuk menunjukkan perbedaan gaya bahasa dengan menggunakan teori Martin Joos (1967). Metode yang digunakan dalam penelitian ini adalah kualitatif, dengan sumber data berupa film berjudul "Barbie" karya Greta Gerwig. Peneliti telah menemukan 14 dialog yang terdiri dari 1 dialog dengan gaya beku, 2 dengan gaya formal, 3 dengan gaya konsultatif, 6 dengan gaya kasual, dan 2 dengan gaya intim. Kemudian, sebagai kesimpulan dari penelitian ini, peneliti menemukan bahwa para karakter menggunakan semua gaya bahasa berdasarkan teori Joos. Dari kelima gaya bahasa tersebut, gaya bahasa kasual adalah yang paling banyak digunakan dalam film Barbie.

Kata kunci: Barbie; Gaya Bahasa

INTRODUCTION

As social creatures, humans inherently require connections with others to navigate their lives. Engagements between individuals enable them to exchange experiences, thoughts, and emotions. These relationships help people develop mutual understanding and meet their emotional and social requirements. Therefore, interactions among individuals aid in survival and enhance bonds in social contexts. "Humans are social

creatures who individually need other people. He is required to live together and side by side with other people in an effort to achieve his life goals” (Alawiyah, 2021).

Humans use language as the primary tool for expressing thoughts, feelings, and ideas during everyday social interactions. Language is generally classified into two main types: spoken and written. Speaking language primarily employs sound, whereas written language depends on visual symbols like letters and numbers to convey information. In verbal communication, intonation, tone, and facial expressions significantly clarify the message’s meaning, enhancing the emotional bond between the speaker and the listener. Radio, television broadcasts, lectures, and conversations are examples of spoken language.

Written language includes novels, newspapers, articles, letters, and others. “Speech communication occurs in two forms - oral and written” (Mukhtoralievna & G’aniyevna, 2022). Written and spoken language exhibit distinct characteristics; written language often utilizes more elaborate and lengthy sentence constructions, whereas spoken language is typically more straightforward and succinct, facilitating easier conversation comprehension. Written language generally adheres to more formal and structured grammatical rules, while spoken language tends to be spontaneous and adaptable. Individuals' capability to engage in conversations is demonstrated through their choice of appropriate words, the use of mixed or code-switching, and the incorporation of figurative language, which enhances the depth of communication.

Consequently, people's language options and communication styles reflect their linguistic abilities and capacity to adjust to varying communicative contexts. “The study of sociolinguistics, which results from the intersection of two independent disciplines at one point, is conducted under the name of sociology of language and studies the relationship between society and language” (Akbarjon, 2021). Sociolinguistics is a branch of linguistics that explores the relationship between language and social contexts in a community. This area of study investigates the impact of social factors like social hierarchy, gender, age, and cultural background on language choices, linguistic diversity, and the processes of language evolution within a community.

Furthermore, sociolinguistics looks into how language contributes to forming social identity, enabling individuals or groups to express their belonging in society through distinct communication styles. Fauzan (2021) stated, "Sociolinguistics is the study



concerned with the relationship between language and the context in which it is used. In other words, it studies the relationship between language and society.” As a result, sociolinguistics can be seen as a field of study that focuses on social variables in language use, such as age, gender, social standing, and religion, to facilitate communication. Language style represents a type of language variation that sociolinguistics examines. This field investigates how people or groups select a specific language style according to the social situation, communication intent, and audience attributes. Elements such as the degree of formality, terminology usage, and dialectical features that embody the social and cultural identity of speakers are included in language style.

Language style is crucial in linguistics and communication studies, demonstrating how people select words and sentence structures when engaging with others. In sociolinguistics, language style refers to a person's unique manner of delivering a message based on the context and the person they are communicating with, considering elements such as the level of formality, social hierarchy, and the setting of the conversation. “The language style is the most important part for everyone to interact with whom they speak and where they speak” (Silta et al., 2023).

A proficient language style lets people modify their vocabulary, tone, and sentence construction to fit specific situations. For instance, a formal language style in professional or academic environments is governed by particular norms and regulations that necessitate standard grammar and elevated vocabulary. Conversely, informal language styles are generally preferred in conversations among friends or family, where individuals can opt for simpler expressions or even casual slang. Adjusting one's style enhances communication effectiveness and can help prevent misunderstandings.

The skill to modify language style according to the context and audience demonstrates a crucial communicative ability in various scenarios, both within formal environments and beyond. “According to Martin Joos Five Clocks Times (1976:153-155), there are five types of styles of language as follows: Frozen style (oratorical), Formal style (deliberative), Consultative style, Casual style, and Intimate style” (Hidayat, 2022). Frozen style is used in formal contexts, such as churches, palaces, speeches at state ceremonies, and other events. The most formal style is the Frozen style. It is a sophisticated version saved for very important or symbolic events. It is frequently



employed in ceremonies that provide an air of formality and legitimacy. People with influence or those in high positions usually attend the event.

On the other hand, the language used in formal or severe settings is known as formal style. Audiences are often too big for efficient communication between speakers and hearers, so they are addressed formally. However, unlike those in frozen style, which are frequently delivered formally, the forms are not as polished as those in regular university lectures. Formal style is used in a one-way manner when communicating in formal contexts. In addition, the consultative style is used when talking to strangers or in semiformal communication contexts. “Consultative language is employed when talking to strangers, distant acquaintances, or unequally ranked coworkers” (Silta et al., 2023). Furthermore, the casual conversational style is appropriate for peers outside class or occasionally with family members in a more casual or everyday setting. The intimate style is entirely personal and is formed within the family, romantic partners, and closest acquaintances.

There are many ways to find out about language styles, one of which is by watching movies. A movie can be seen as an instrument for artists and directors to communicate their ideas and narrative concepts and use story media to spread messages to the general audience. Recently, movies have developed into a medium for social criticism and cultural contemplation in addition to being a source of enjoyment. The emergence of movies that question social conventions, examine gender roles, and dismantle preconceived ideas of identity and representation has been one of the most significant factors in this change.

Many factors make movies popular with many people, ranging from animation, genre, language, and culture. Anggraeni et al. (2018) stated that "The reason that film becomes the most popular literature product is that it offers moral values, produced in many genres, interesting with many colorful animation and special effects, easy and cheap to get, and often includes language and culture content." Greta Gerwig, a director with a distinctive artistic perspective, particularly when tackling feminist themes, is well-known for her previous features, *Little Women* (2019) and *Lady Bird* (2017). Though in a very different tone from her earlier works, Gerwig continues to explore the paradoxes and difficulties of womanhood in *Barbie*. In contrast to *Lady Bird* and *Little Women*, who

embraced realism and emotional depth, Barbie adopts an exaggerated, hyper-stylized interpretation of reality that serves as a vehicle for questioning social norms.

On the other hand, people love movies because the actors carry the conversation by presenting dialogue written from the movie script, so watching movies is a delightful and easy way to learn various language styles. Therefore, the author analyzed five language styles used in Greta Gerwig's Barbie movie based on Joos' theory. The researcher will explore sentences or utterances related to the language styles used by the characters and reveal what language styles are most often used in the Barbie movie.

Various research studies use the movie Barbie (2023) by Greta Gerwig as their research object with different topics. One such study entitled “Speech Acts on Women's Double Standards in Barbie's Monologue (2023)” was conducted by Gunawan and Prihandini (2023). This study focuses on the analysis of speech acts in Gloria Vaughn's monologue from the movie Barbie (2023). This study aims to examine the verbal techniques used in Gloria's speech in-depth, as well as explain the emotional impact, call for change, and cultural relevance of the speech using John Searle's speech act theory. Another study entitled “Exploring Masculinities in Barbie (2023) directed by Greta Gerwig,” conducted by Pramaisela Lubis et al. (2024), focused on the issue of masculinity in Barbie movies. The objective was to examine male figures, particularly Ken, and how they embody different types of masculinity within the fantastical realm of Barbieland by employing Critical Discourse Analysis (CDA). The third study, “Types of Directive Illocutionary Acts in Barbie Movie,” conducted by Kadek et al. (2024), emphasizes analyzing the various types of directive illocutionary acts employed by the primary characters in the film. The objective is to enhance comprehension of communication dynamics and the current situation while acknowledging the essential role of language in human interactions. Based on the three studies mentioned earlier, it can be inferred that this research stands apart. This research is different because it discusses the language style in the Barbie movie, which has not been discussed before.

RESEARCH METHODS

This study analyzes the language style used in the Barbie film and utilizes the qualitative descriptive technique as the research method. This technique is considered the most effective approach to describing the language style employed by the characters in the

movie. Descriptive research aims to offer systematic, factual, and precise accounts of the aspects, features, and connections related to the phenomena being studied. The data for this study were gathered from Greta Gerwig's Barbie movie, specifically from the characters' dialogue. The researcher obtained the data by downloading and watching the movie, then classifying and interpreting the utterances based on language style theory by Martin Joss.

FINDINGS AND DISCUSSION

The researcher counted the frequencies of the language styles used by the characters in the Barbie movie, as illustrated in the table below.

Table 1. Language styles found in “Barbie” movie

Frozen	1
Formal	2
Consultative	3
Casual	6
Intimate	2

Below are examples of each style that is used by the characters:

Frozen Style

The frozen style is primarily employed in formal settings. The language used is usually standardized and monotonous. The frozen style, which is the most formal, employs language and complex phrase structures that are only understood by subject matter experts. The following are examples of frozen styles used by characters in the Barbie movie.

Data 1

Context: The Barbies gather to watch a court hearing. The Barbie, who is the judge, explains the problems that occur between the defendants.

At Supreme Court

Barbie: In our assessment, money is not speech, and corporations have no free speech rights to begin with. So, any claim on their part to be exercising a right is just their attempt to turn our democracy into a plutocracy.

Data 1 is classified as frozen style because the dialog occurs in a formal place, the court. The vocabulary used contains terms that are only understood by experts in the field, such as “democracy” and “plutocracy.”

Formal Style

The formal style is easily understandable and has well-formed grammar. Contraction is avoided in this approach. It also carefully uses intonation and pronunciation. Formal style is typically reserved for significant or grave circumstances. The following are examples of formal styles characters use in the Barbie movie.

Data 2

Context: Gloria is a human from the real world who came to Barbie Land to help the Barbies solve their problem with Ken. Gloria illustrates society's general demands on women in the real world when Barbie feels powerless to do anything with her privilege in Barbie Land.

Gloria: "It is literally impossible to be a woman. You are so beautiful and so smart, and it kills me that you don't think you're good enough. Like we have to always be extraordinary. But somehow, we're always doing it wrong. You have to be thin but not too thin. And you can never say you want to be thin; you have to say you want to be healthy, but you also have to be thin. You have to have money, but you can't ask for money because that's crass. You have to be a boss, but you can't be mean. You have to lead, but you can't squash other people's ideas."

Data 2 is classified as formal style because it is a severe dialogue of Barbie Land. Gloria encourages a desperate Barbie who does not feel good enough because Ken now controls Barbie's world. The communication in this data is one-way, with no feedback from the listener (Barbies). Gloria gives an impassioned speech about the pressures of being a woman, and the tone becomes more formal as she discusses broader societal expectations in a reflective and structured way. This speech contains a formal style, where the language is more organized, measured, and deliberate.

Consultative Style

Consultative language is used in professional or semi-formal communication, where there's a transparent exchange of information, often with a sense of guidance or clarification. The following are examples of consultative styles used by characters in the Barbie movie.

Data 3

Context: Barbie is confused about the sudden changes in Barbie Land. She seeks information from Weird Barbie, who is the Barbie who keeps all the essential information.

Barbie: "Excuse me, could you clarify what's going on? I'm a bit confused about why everything feels... different."

Weird Barbie: "Of course, I can explain. You see, there's a shift happening in Barbieland that's affecting how things work here. It seems you're starting to experience more human-like emotions and thoughts. This change is part of a bigger transformation—an imbalance in the realms between Barbieland and the real world."

Barbie: "I understand now, but is there anything I can do to stop it?"

Weird Barbie: "Not entirely, but you can prepare. You'll need to visit the real world to find the source of the issue. That's the only way to restore balance."

Data 3 is classified as consultative style because Weird Barbie provides information in a structured and respectful way, acknowledging Barbie's confusion while explaining the situation. The tone is formal enough for an advice-seeking interaction, which fits the consultative language style.

Casual Style

A casual communication style is when friends and insiders converse informally and provide background information or something of interest. People typically condense their sentences using this language, making it easy to find in everyday discussions, phone calls, and chats.

Data 4

Context: Ken and Barbie always play together in Barbie Land. While relaxing as usual, Ken approaches Barbie to express his desire to come to Barbie's house tonight.

Ken: Hey Barbie

Barbie: Yeah?

Ken: Can I come to your house tonight?

Barbie: Sure, I don't have anything big planned. Just a giant blowout party with all the Barbies and, planned choreography and a bespoke song. You should stop by.

Ken: So Cool

Data 4 is classified as casual style because the language used in the conversation is casual, conversational, and fluid. The dialogue is easygoing, lighthearted, and devoid of formal or structured elements—all characteristics of the casual style.

Intimate Style

People with close relationships, such as family or friends, commonly use an intimate language style. This style is recognized by its incomplete sentences, brief words, and often unclear pronunciation.

Data 5

Context: Ruth is a real-life human and the creator of Barbie. At that time, Barbie was chased by humans who wanted to catch her in the real world. Then she found a place to hide where it was Ruth's residence. Ruth welcomed her warmly.

Ruth: Don't worry, you safe here

Barbie: What is this place?

R: I always think best at kitchen tables (chuckles). Tea?

B: Uh, yes, please. So, a woman does work here

*R: Oh, **sweetie**, we do more than work here*

B: The real world isn't what I thought it was

R: It never is. And isn't that marvelous?

Data 4 is classified as intimate style because they generally occur in the house. The conversation above happens between Barbie and Ruth, Barbie's creator. Ruth's care for Barbie indicates close intimacy; “sweetie” also describes a lovely call directed to the special one. Ruth has a very close relationship with Barbie as she is the creator of Barbie. Ruth speaks to Barbie in a comforting and personal way, revealing a deep emotional connection.

CONCLUSION

The researcher identified 14 specific dialogues and utterances to examine language styles and analyzed them using Martin Joos' (1967) theory from his book “The Five Clocks.” From this analysis, the researchers determined that significant differences exist between various language styles. The researcher discovered one data for the frozen style, two for the formal style, three for the consultative style, six for the casual style, and two for the intimate style. Each instance illustrates the defining traits of its respective language type. Additionally, the language style most frequently employed by the characters in the Barbie movie is casual style.

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