



Exploring Language Styles Through Main Characters in The Animated Film *Rebellious*

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Abstract:

This study explains the use of language styles in the animated film *Rebellious: Mission Royal Rescue* (2024) directed by Alex Tsitsilin and produced by Magic Frame Pictures. *Rebellious* is a comedy, adventure, and romantic animated film released in 2024. It uses Janet Martin Joos' theory, namely intimate, casual, consultative, formal, and frozen. The purpose of this study is to systematically identify and classify language styles based on Janet Martin Joos' theory, analyze the frequency of occurrence to determine which type is most dominant, and show the use of language style variations in various social and emotional situations between characters. The research method used is descriptive qualitative, with data in the form of character dialogues in the film. This study shows that the main characters in *Rebellious: Mission Royal Rescue* use three of the five language styles according to Martin Joos' theory, namely consultative, casual, and intimate. The casual style is the most dominant, with 30 dialogues between the main characters and supporting characters. The consultative style also appears with 16 data, often used in situations involving the rescue of the kidnapped princess. Whereas the intimate style appears 4 times in emotional conversations between main characters who have a close relationship.

Keywords: analysis; language style; *Rebellious: Mission Royal Rescue*

Abstrak:

Penelitian ini menjelaskan penggunaan gaya bahasa dalam film animasi *Rebellious: Mission Royal Rescue* (2024), yang disutradarai oleh Alex Tsitsilin dan diproduksi oleh Magic Frame Pictures. *Rebellious* adalah film animasi komedi, petualangan dan romantis yang dirilis pada tahun 2024. Menggunakan teori Janet Martin Joos, yaitu intim, santai, konsultatif, formal, dan beku. Tujuan penelitian ini adalah untuk mengidentifikasi dan mengklasifikasikan gaya bahasa secara sistematis berdasarkan teori Janet Martin Joos, menganalisis frekuensi kemunculan untuk menentukan jenis mana yang paling dominan, serta yang menunjukkan penggunaan variasi gaya bahasa dalam berbagai situasi sosial dan emosional antar karakter. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan data berupa dialog karakter dalam film. Penelitian ini menunjukkan bahwa karakter utama dalam *Rebellious: Mission Royal Rescue* menggunakan tiga dari lima gaya bahasa menurut teori Martin Joos, yaitu konsultatif, kasual, dan intim. Gaya kasual adalah yang paling dominan dengan 30 dialog antara pemeran utama dengan tokoh-tokoh pendukung. Gaya konsultatif juga muncul dengan 16 data yang sering digunakan pada situasi penyelamatan sang putri yg telah diculik, sedangkan gaya intim muncul sebanyak 4 kali pada percakapan emosional antar pemeran utama yang memiliki hubungan dekat.

Kata Kunci: Analisis; Gaya Bahasa; *Rebellious: Mission Royal Rescue*



INTRODUCTION

The way each person speaks to their conversation partner is certainly different. For example, how you speak to friends, family, superiors, lecturers, or new acquaintances by understanding the situation, we can choose the right words, tone, and language style to convey our message effectively and without giving offense to the other person. Being aware of the situation when communicating is very important because every social context has different rules and expectations. This means that in every social situation, the way of speaking that is considered appropriate can be different. Therefore, determining language style is like an unwritten social norm. Awareness of context also helps maintain social relationships, build respect, and avoid misunderstandings that can arise due to differences in communication styles. If we do not fit our language style to the situation, it can lead to misunderstandings or give the impression of being rude. Therefore, knowing language styles is useful for understanding how people fit their language to the social context. Language style analysis also helps reveal the social and psychological values that emerge in interactions, whether in real life, literary works, or popular media such as films.

Movies are one of the most popular forms of literature in the world. Countries around the world try to make movies that are interesting not only in terms of plot, but also in terms of characters. The audience can understand the personality, background, and emotions created by each character through the intonation, diction, and style of speech used. The dialog between characters often uses different intonations, diction, and language styles depending on who is speaking and the social context. The film used in this analysis is *Rebellious* (2024), an animated film produced by Magic Frame Pictures in 2024. Directed by Alex Tsitsilin and produced by Sefi Carmel and Lidia Chirita. The film was written by Anna Lisa LaBianco and Jeffery Spencer. The movie tells the story of Mina, a noble princess with a rebellious spirit. She defied the prevailing custom that a princess must marry a man of noble descent. Mina chose Ronan, a knowledgeable local young man. During their wedding celebration, the situation suddenly changed. An evil dragon appeared and kidnapped Princess Mina on the orders of the evil wizard, Kezabor. Kezabor had also kidnapped many other princesses, and they were cursed to become golden statues if they refused his orders. Mina's father then declared that whoever succeeded in rescuing Mina would be allowed to marry her and inherit the kingdom's wealth. Three challengers emerged are Rogdai, Fa Chan, and Kabir. Meanwhile,



Ronan, who had never faced danger or physical conflict before, decided to set out on a challenging rescue journey. He must navigate the mystical forest, deal with dangerous creatures, and face obstacles that test his courage and intelligence. On the other hand, Princess Mina, despite being captive and cursed, did not remain silent. She tried to plan her own escape, while also helping to free the other princesses who were also captive and cursed by Kezabor. Mina's desire was not only to save herself, but also to fight against evil and injustice.

Several previous studies have indicated that many researchers discuss language style analysis in film scripts. Salsabila and Permanasari (2022) analyzing the film *The Princess Switch* using Joos' theory and finding that the formal style is most widely used in the film *The Princess Switch*. Similar research was conducted by Indahsari et al. (2023) in the film *The Great Debaters*. The dominant language style used by the main characters is consultative, with 30 instances found. Aprilia et al. (2024) In their research on the film *Cinderella*, they also found that casual language was the style most frequently used by the main character, while formal language was the least frequently used style. In addition, there is research that analyzes the language style used by the character Peter Parker in *The Spiderman* movie by (Sintia et al., 2024) it has been identified that Peter Parker's speech style is more relaxed when communicating with other characters. Based on these various studies, it can be seen that casual language generally appears most often in film dialogue, while frozen language appears least often in film storylines.

There have been many studies on language style in films, but there has been no specific study examining the animated film *Rebellious* (2024). The film *Rebellious* brings up several interesting issues such as freedom of choice, masculinity, and ecocriticism. This gap in research opens up opportunities to analyze in depth how the main characters' language styles interact with other supporting characters. Therefore, this study can provide insight into how languages and societies are related. In the study of English, language style can also be very important to learn. Language style is an important aspect in learning how to avoid misunderstandings between speakers. The research question that forms the basis of this study is, what types of language styles appear in the animated film *Rebellious* (2024)? And how the main characters use language when interacting or conversing with other characters? This study systematically identifies and classifies them based on Martin Joos's (1967) linguistic style theory framework.



LITERATURE REVIEW

Language Style

Language style is a variation of language chosen by speakers to fit the social context, time, and place of speaking. The choice of language style reflects politeness and the social relationship between speakers. For example, the way someone introduces themselves in a job interview is certainly different from when they are talking casually with friends. Inconsistent language styles can cause misunderstandings and disturb the social function of language. Holmes (2013, p. 267) emphasizes that speaking and writing styles not only reflect the speaker's identity, such as age, gender, and social background, but also indicate the context in which the language is used. When someone speaks to another person, their language style will naturally adjust to the social situation. This is in accordance with Martin Joos' opinion in his book *The Five Clocks* (1967), quoted by Coupland (2007, p. 10) in *Style: Language Variation and Identity*. Joos explains that language style is used to indicate how familiar or close the relationship between the speaker and the listener. According to Joos (1967), language style can be classified into five styles based on its level of formality.

Intimate Style

Intimate style is a style of language that feels very close to use in communication. This communication style can be understood through emotional bonds. Such as emotional bonds with partners, close family, or trusted friends. In terms of sentence structure, it does not require a complete sentence structure. Characteristics of an intimate style include the use of affectionate words or phrases, special nicknames, and a low, soft tone of voice. An intimate style is generally used when expressing love, giving support, or comforting someone.

Casual Style

Casual style is a style of language commonly used in non-formal contexts and situations. Casual style is used to communicate with people who already know each other well. This communication style tends to be casual and often uses slang. Characteristics of a casual style include the use of language when communicating, which tends to be spontaneous and fast, the omission of predicates and subjects, and the freedom to express emotions. A casual style is commonly used in relaxed activities such as joking, playing, or informal discussions between friends or relatives.



Consultative Style

The consultative style is a semi-formal style of language used in situations where speakers mutually desire information. This communication style is two-way, using complete sentence structures. Such as conversations between doctors and patients, teachers and students, or superiors and subordinates. This style of language is not as strict as formal style, not as close as intimate style, and not as relaxed as casual style, which is full of slang.

Formal Style

Formal style is a style that is always used in formal situations. Formal situations here can be interpreted as professional and serious conditions. Formal style is generally used in official events. Formal style can be characterized by the use of standard language structures that follow the rules of language structure. In fact, when using this style of language, speakers must wear formal or official attire.

Frozen Style

The frozen style is unchanging, highly formal, and conforms to the standards of previous generations. This means that it is the most formal level of language styles because structurally. Used in spoken form with intonation that conveys confidence, control, and authority, spoken firmly and without hesitation. The frozen style is generally used at important events such as state ceremonies, religious events, state laws, and other formal and sacred events.

RESEARCH METHODS

This study employs a qualitative method to examine language styles in the animated film *Rebellious: Mission Royal Rescue* (2024). The qualitative approach is appropriate because the data consist of words, expressions, and phrases spoken by the characters rather than numbers. According to Ugwu, Chinyere. N. and Eze Val (2023), qualitative research involves data in the form of words rather than numerical values. The researcher serves as the main instrument for collecting, identifying, classifying, and analyzing the data. This study focuses on the film *Rebellious: Mission Royal Rescue* (2024) directed by Alex Tsitsilin and produced by Magic Frame Picture. The data was obtained from the verbal section, specifically the dialogue spoken by the two main characters, Mina and Ronan. These dialogues were collected by watching the film on Disney+, highlighting the text from the script taken from Bunniefuu (2025), and then checking and adjusting the

subtitles to ensure accuracy. The data collection process consisted of two steps. First, repeatedly watching the film to understand the characters and their dialogues. Second, transcribing and highlighting the language styles used by the main characters. For data analysis, this study applies Joos's (1967) theory, which divides language style into five types: frozen, formal, consultative, casual, and intimate. The analysis includes classifying the dialogues according to Joos's language style types, counting the frequency of each type to determine the most common one, and examining how the main characters use language style when interacting or conversing with other characters.

FINDINGS AND DISCUSSION

In this section, the researcher will present findings on the extent to which each style is used in the main characters in the film *Rebellious: Mission Royal Rescue*. Based on the data collected, researchers found that there were only three styles of language used by Ronan and Mina as the main characters. Casual style is the most commonly used style in the *Rebellious: Mission Royal Rescue* film dialogue, with 30 data. The second most common style is consultative, with 16 data. And finally, intimate style appears 4 times. Some of the data found will be explained in more detail below:

Intimate Style: In the movie *Rebellious: Mission Royal Rescue*, intimate style often appears when the main characters Mina and Ronan show affection for each other.

Data 1

MINA : So romantic! Ronan, look!
RONAN : Mina, will you marry me?

MINA : Yes!
RONAN : Phew!

The conversation above shows the use of intimate language. In the data above, Ronan and Mina communicate in a familiar manner and have a deep personal relationship. This can be seen in the direct use of nicknames "*Mina*" and "*Ronan*," which indicates a close personal relationship. In addition, the phrases "*So Romantic*" and '*Phew*' show an unfiltered, direct style of speech. The most prominent feature of the intimate style in the data is the context and situation in which they both become emotional because the phrase "*Mina, will you marry me?*" is Ronan's marriage proposal.

Data 2

MINA : Ronan, help me!
RONAN : Mina, hold on tight!
MINA : Take my hand! Ronan!
RONAN : Mina! No! Mina!

In the second piece of data, the two characters call each other by name, indicating their closeness. In addition, the phrases “*Help me!*”, “*Hold on tight!*”, and “*Take my hand!*” show the emotions of panic and fear of loss.

Casual Style

In the movie *Rebellious: Mission Royal Rescue*, casual style often appears when the main character Ronan interacts with his friends.

Data 1

FA CHAN : Ronan! Help me!
RONAN : Jump down on the horse!
FA CHAN : I can't! I'm afraid of heights!
RONAN : And you're not afraid of him?
FA CHAN : Of course I am, but I'm afraid of heights more!
RONAN : Okay. Fa Chan! Climb higher!
FA CHAN : No can do! I'm too high already! Can do! Can do! Can do!

The conversation showed the use of casual language. In the above data, Ronan felt sympathy for Fa Chan, who was in danger of being attacked by a wild animal, so Fa Chan climbed a tree. Ronan used the sentence “*Jump down on the horse!*”, which was a spontaneous and to-the-point suggestion to save Fa Chan. Ronan also uses casual language in the sentence “*And you're not afraid of him?*”, which is delivered humorously in the midst of a serious situation. Although Ronan and Fa Chan do not have a relationship as close and deep as Mina's, they are familiar enough with each other to communicate casually without formality.

Data 2

BJORN : You know him?!
RONAN : Unfortunately. Run! Bjorn, stop! What are you doing?!
You're going the wrong way!
BJORN : Wrong way?
RONAN : I can't fight him!
BJORN : But why?!
RONAN : I've never hit another person in my life.
BJORN : But you did fight the snake?!
RONAN : A snake isn't human!
BJORN : Are you enchanted?!
RONAN : No!
BJORN : Lost a bet?
RONAN : No!
BJORN : A scaredy cat?

The conversation above shows the use of casual language. In the data, Ronan and Bjorn are in a tense situation, but they appear familiar and informal with each other. Ronan uses the sentence *“Run! Bjorn, stop! What are you doing?!”* and Bjorn responds with *“Wrong way?”* This illustrates natural communication without regard to hierarchy. The conversation above also lacks formal sentence structure, using simple and expressive language. There is even the informal idiom “scaredy cat” used by Bjorn to tease Ronan. They speak as friends, not as a superior and subordinate.

Consultative Style

In the movie *Rebellious: Mission Royal Rescue*, the consultative style is used when the male lead character, Ronan, interacts with other characters in quite tense situations. Ronan uses the consultative style when trying to find a way to save Mina.

Data 1

- MINA : Father!
- THE KING : Dad?! Ah?! Ahh, Mina! All this fuss has worn me out.
- MINA : Yeah, I know it’s tradition for you to choose my future husband tomorrow.
- THE KING : That’s what I wanted to discuss with you. Rogdai, Kabir and Fa Chan’s mother have been asking me for your hand.
- MINA : Ha! Hilarious! Did they forget to ask me? My opinion doesn’t count?!
- THE KING : Mina, you are a Princess, you know this is the way things are done.
- MINA : But it’s ridiculous! What’s more important to you my happiness or some outdated custom?
- THE KING : Of course, your happiness.
- MINA : Then let me marry Ronan! He has proposed to me and...I said yes!
- THE KING : Ronan is a good and clever young man, but he’s no warrior! If any trouble comes, he won’t be able to protect you or the Kingdom!
- MINA : A clever ruler is better than a strong one.
- THE KING : A clever and strong ruler is even better.

The conversation above showed communication using a consultative style. In the data, there was an exchange of information and opinions expressed by Mina and her father: *“That’s what I wanted to discuss with you”* and *“What’s more important to you, my happiness or some outdated custom?”* This context discussed how Mina, as the daughter of her father, the king, expressed her opinion about marriage. For Mina, marriage is a big decision and her happiness is the most important thing. However, her father’s statement, *“You know this is the way things are done,”* explains that the kingdom still follows existing traditions.

The conversation between Mina and her father reveals a hierarchical social relationship, in which Mina continues to speak respectfully to her father.

Data 2

- MINA : I've been kidnapped!
- NAHINA : Hello, Mina!
- MINA : You kidnapped me! On my wedding day! What kind of monster are you?
- NAHINA : The magical kind. Welcome to the palace of the great sorcerer, Kezabor, himself! Very few princesses have ever had the privilege of entering these walls.
- MINA : And none of them ever came back... I can't be trapped here forever! This is a horrible nightmare!
- NAHINA : There is no horror here, only fun! Kezabor is bored and looking for a friend and you're the special young lady he has chosen. You should be flattered, it's quite an honor. Keep him interested and engaged, and your future here will be paradise.
- MINA : I'm not a toy! I...
- NAHINA : Careful, Mina. You better lose that attitude fast, or you will disappoint our Lord.
- MINA : It will be my pleasure to disappoint him! You're messing with the wrong girl!
- NAHINA : Then you will join the other princesses who foolishly chose to stand up to Kezabor! Accept your fate or pick an empty spot in the garden.....as he will turn you into a statue, like all of the rest.
- MINA : What?!
- NAHINA : Enjoy your stay. For either way, there is no escape.

The conversation above shows communication using a consultative style of language. In this data, it shows the situation of the king's daughter, Mina, who has been kidnapped, and Nahina as the right-hand woman of Kezabor, the evil sorcerer. There is a statement from Nahina, *"You better lose that attitude fast, or you will disappoint our Lord."* This sentence shows the hierarchy and unequal relationship. Nahina also provides information and warnings in the statements *"Keep him interested and engaged, and your future here will be paradise."* and *"Accept your fate or pick an empty spot in the garden."*

DISCUSSION

The main character in the film *Rebellious: Mission Royal Rescue* uses three of the five language styles according to Martin Joos' theory, namely consultative, casual, and intimate styles. The casual style is most dominant because it reflects the closeness between characters in casual, playful daily interactions using non-standard language. This was also due to the relationship between Mina and Ronan. As friends who fell in love and



tried to get married with the blessing of Mina's father. The consultative style appears in professional situations, such as during conversations about rescuing the princess, while the intimate style is used in emotional conversations between characters who have a very close relationship. The casual style dominates because it fits the film's theme, which emphasizes friendship, familiarity, and emotional dynamics. This style makes the dialogue feel natural and creates character depth and a sense of humor that is important in the adventure-comedy genre. The diversity of language styles in the film reinforces the delivery of emotions, clarifies the social relationships between characters, and makes the narrative more vivid and contextual.

CONCLUSION(S)

This study examines the language styles used by the main characters in the film *Rebellious: Mission Royal Rescue* based on Martin Joos' theory in his book *The Five Clocks*. The researcher found that three of the five language styles appeared. The most dominant style used by the main characters, Ronan or Mina, in the film *Rebellious: Mission Royal Rescue* was the casual style. The casual style is often used when the main characters interact with supporting characters due to the relaxed and humor interaction in the film. The consultative style is the second most frequently used style by the main characters. The consultative style is used when the main characters are trying to carry out their mission. The intimate style also appears in this film when the main characters engage in dialogue with people who have a very close relationship with them. The absence of the formal and frozen styles can be explained by the context of the language style not being appropriate for a film with an adventure-comedy genre.

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