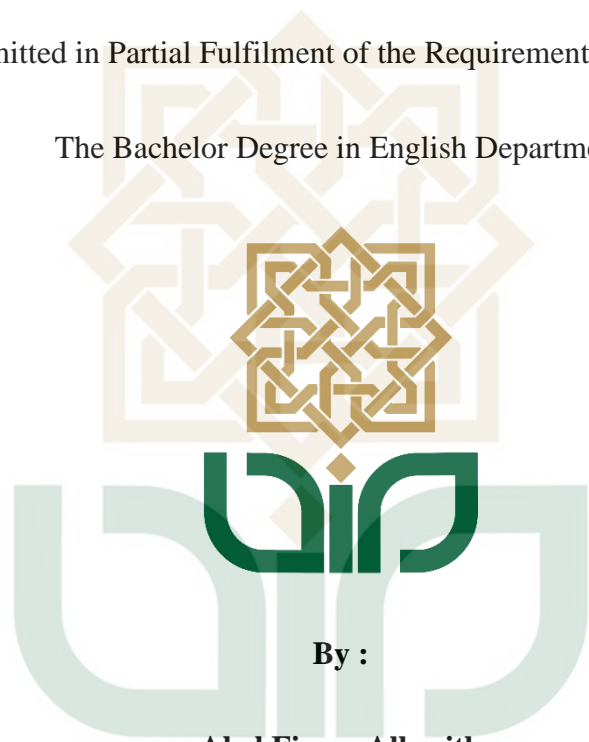


**LANGUAGE STYLE OF KAMALA KHAN
ON MS MARVEL (2022) EPISODE ONE AND SIX**

GRADUATING PAPER

Submitted in Partial Fulfilment of the Requirement for Gaining
The Bachelor Degree in English Department



By :

Abel Firoos Albasith

19101050046

**STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA**

ENGLISH DEPARTMENT

FACULTY OF ADAB AND CULTURAL SCIENCES

STATE ISLAMIC UNIVERSITY OF SUNAN KALIJAGA

YOGYAKARTA

2022

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Yogyakarta, January 9 2023

The signature,



Abel Firoos Albasith
NIM : 19101050046

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

NOTA DINAS



KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adi Sucipto, Yogyakarta, 55281, Telp./Fax. (0274) 513949
Web: <http://adab.uin-suka.ac.id> Email: adab@uin-suka.ac.id

NOTA DINAS

Hal: Skripsi
a.n. Abel Firoos Albasith

Yth.
Dekan Fakultas Adab dan Ilmu Budaya
UIN Sunan Kalijaga
Di Yogyakarta

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Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama : Abel Firoos Albasith
NIM : 19101050046
Prodi : Sastra Inggris
Fakultas : Adab dan Ilmu Budaya
Judul : **LANGUAGE STYLE OF KAMALA KHAN ON MS MARVEL (2022)
EPISODE ONE AND SIX**

kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

Yogyakarta, 12/01/2023
Pembimbing

Dwi Margo Yuwono, M.Hum.
NIP: 19770419 200501 1 002

APPROVAL



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA

Jl. Marsda Adisucipto Telp. (0274) 513949 Fax. (0274) 552883 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-471/Un.02/DA/PP.00.9/04/2023

Tugas Akhir dengan judul : LANGUAGE STYLE OF KAMALA KHAN
ON MS MARVEL (2022) EPISODE ONE AND SIX

yang dipersiapkan dan disusun oleh:

Nama : ABEL FIROOS ALBASITH
Nomor Induk Mahasiswa : 19101050046
Telah diujikan pada : Kamis, 19 Januari 2023
Nilai ujian Tugas Akhir : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR



Ketua Sidang
Dwi Margo Yuwono, M.Hum.
SIGNED

Valid ID: 642b992a85908



Penguji I
Dr. Arif Budiman, S.S., M.A.
SIGNED

Valid ID: 642b5cf96f19b



Penguji II
Fuad Arif Fudiyartanto, S.Pd. M.Hum.,
M.Ed., Ph.D.
SIGNED

Valid ID: 642a2a76eclD9



Yogyakarta, 19 Januari 2023
UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya
Dr. Muhammad Wildan, M.A.
SIGNED

Valid ID: 642ba0bed18d5

MOTTO

STAY HUMBLE UNTIL THE DEEPEST OF EARTH

-Abel Firoos Albasith-



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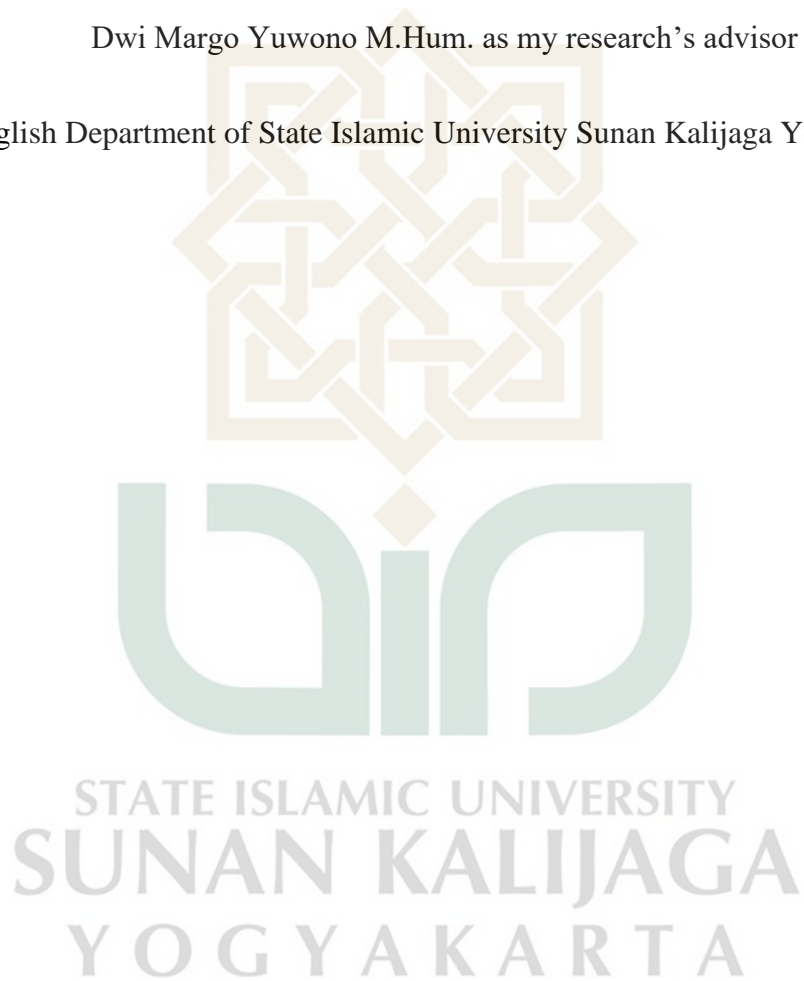
DEDICATION

This graduating paper is dedicated to :

My beloved parents, Ifansyah and Mariyati

Dwi Margo Yuwono M.Hum. as my research's advisor

English Department of State Islamic University Sunan Kalijaga Yogyakarta



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8. Member of Rumah Kebajikan who has become my housemate until this thesis is finished.
9. My classmate, English Literature B who spends a lot of time together in studying.

Yogyakarta, 9 January 2023

**LANGUAGE STYLE OF KAMALA KHAN
ON MS MARVEL (2022) EPISODE ONE AND SIX**

By : Abel Firoos Albasith

19101050046

ABSTRACT

This paper takes Kamala Khan as the main subject of the series and focuses on her speaking style in the first (one) and last (six) episodes. Ms. Marvel's films are set in the city of Jersey, where Kamala Khan lives, but in the way this film has norms and conventions in place that indirectly associated with the real world, especially in the Western country. Kamala Khan is chosen as the subject of this film because of her role as the main character in the film. A 16-year-old girl who likes superheroes is a rigorous girl from Pakistan in the midst of foreign cultural associations. Living in a family, westerns are an interesting factor to keep an eye on Kamala Khan. This study uses the linguistic theory of the style of Martin Joss for the purpose of analyzing Kamala Khan's language style and factors that influence the use of language style. The study uses a qualitative descriptive type that found a total of 158 dialogues from his two episodes of the series. According to the results of this study, Kamala Khan's most frequently used linguistic style is casual style with detail 26 casual styles, 17 intimate styles, 11 consultative styles, 2 formal styles, and 0 frozen style. Details are provided along with the factors that influence their use with detail 27 topic, 14 function, 12 participant, and 3 setting. The entire analysis is systematically presented in tabular form. From the results of this study, it can be concluded that it is important to shape and develop personality, especially during adolescence even in a bad situation.

Keywords : Language Style, Kamala Khan, Factor

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19101050046

ABSTRAK

Penelitian ini mengambil Kamala Khan sebagai objek utama dalam film seri ini dengan fokus kepada gaya bahasanya di dalam episode pertama (satu) dan terakhir (enam). Film Ms Marvel yang berlatar belakang di kota Jersey tempat tinggal Kamala Khan yang secara tidak langsung juga berhubungan dengan dunia nyata, khususnya di Western sana mengenai norma dan adat istiadat yang berlaku layaknya di film ini. Kamala Khan dipilih sebagai objek utama dalam film ini karena perannya sebagai tokoh utama dalam film tersebut. Seorang gadis 16 tahun yang menyukai superhero, tinggal di keluarga yang ketat dari Pakistan di tengah pergaulan budaya asing Western menjadi faktor yang menarik untuk menarik perhatian kepada Kamala Khan. Penelitian ini menggunakan teori gaya bahasa oleh Martin Joss dengan tujuan menganalisis gaya bahasa yang digunakan oleh Kamala Khan dan faktor yang mempengaruhi penggunaan gaya bahasa tersebut. Penelitian ini menggunakan tipe deskriptif kualitatif dengan total 158 percakapan yang ditemukan dari dua episode film seri tersebut. Hasil penelitian ini menunjukkan bahwa gaya bahasa yang paling banyak digunakan oleh Kamala Khan adalah *casual style* dengan rincian 26 *casual style*, 17 *intimate style*, 11 *consultative style*, 2 *formal style*, dan 0 *frozen style* dengan faktor-faktor yang mempengaruhi penggunaan gaya bahasa tersebut yang dengan rincian 27 topik, 14 fungsi, 12 partisipan, dan 3 setting. Keseluruhan analisis tersebut disajikan dalam bentuk tabel secara sistematis. Dari hasil penelitian dapat disimpulkan bahwasanya penting untuk mendidik dan mengembangkan karakter seseorang, terutama saat masa remaja karena dari hal tersebut bahasa yang digunakannya secara tidak langsung akan berubah menjadi lebih baik dan sopan sesuai situasi yang seharusnya, bahkan di situasi yang buruk sekali pun.

Kata Kunci : Gaya Bahasa, Kamala Khan, Faktor

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CHAPTER I

INTRODUCTION

1.1 Background of Study

According to Soejono's opinion (1983: 01), language is means of spiritual communication that is very important in together life. It is an important device used to tell someone ideas to other people. Without language, it will be difficult to form a harmonious relationship in society because there is no media that can help convey individual ideas and opinions to others.

A branch of linguistics called Sociolinguistics that Janet Holmes (2013, p.1) described in his book 'An Introduction of Sociolinguistics' stated that sociolinguistics is a study of language and society. Language and society are an inseparable unit in life. When dealing with another people in society, language is an important instrument that must be used and considered so that the communication progress that occurs can run smoothly between people.

When people communicate with someone, they tend to use language that is adapted to the situation and circumstances around them, both in formal and informal forms (Wardhaugh, 2006, p. 51). People adjust their language which is influenced by certain factors such as occupation, age, gender, economic level, and level of social status in society by the interlocutor as well as the speech itself. The result is that when communication occurs, an element of language style is created that maintains the communication.

In this study, the researcher chooses film to be used as a material object compared to other literary works such as novels because of its character which can not only present text to the reader, but also visual images that can add understanding and explanation to the literary work being observed which makes the audience feel like live in the scene of the events in the film.

Ms. Marvel film series is chosen as the object of this research for a reason. This Marvel film series has a main character named Kamala Khan, a Moslem teenager, that experiences quite interesting character development starting from someone who only wants or fantasizes about something impossible to be involved with a great and unbelievable event where she must be able to overcome the problem with force. The combination of superhero elements and the Islamic religion is unique compared to other films where Muslims are in the minority and are portrayed as terrorists. Apart from the family side, the TV series in the trailer released by Marvel on their YouTube channel also shows scenes of Muslim prayers located in a mosque. Therefore, this makes Ms. Marvel film a Marvel superhero film with a Muslim main character interesting to discuss.

Ms. Marvel is the first Moslem superhero film series from Marvel Studios that tells the story of a Moslem teenager, Kamala Khan, who is a big fan of Captain Marvel, a member of the Avengers. She spends most of her time daydreaming and fantasizing where she seems to be a superhero like her idol Captain Marvel until one day she finds a mysterious power that utilizes cosmic energy. This film will be decorated with the life of Kamala Khan, from family, religion, school to having to face the dangers that threaten life on earth.

This research focuses on analyzing the language style used by character through grammar, vocabulary, and scene. Every character must have its vocabulary and grammar which influenced by many factors such as age, gender, and occupation that formed a variety of languages. In addition, Allah SWT mentioned the variety of language of His creation through Al – Qur’an in Surah Ar-Ruum verse 22.

وَمِنْ آيَاتِهِ خَلْقُ السَّمَاوَاتِ وَالْأَرْضِ وَالاخْتِلافُ اَلْسِنَتِكُمْ وَالْوَالِنِكُمْ ۗ اِنَّ فِي ذٰلِكَ
لآيَاتٍ لِّلْعَالَمِيْنَ

“And of His signs is the creation of the heavens and the earth, and the difference of your languages and colors. Lo! Herein indeed are portents for men of knowledge.”

(Ar-Ruum : 22)

Kamala Khan is chosen as the main object focus of this research due to her main role in the Ms Marvel film series. A Moslem 16 young girl who’s also a fangirl of a superhero, living with her strict parents from Pakistan in the middle of foreign culture America is an interesting factor to do research about Kamala Khan deeply.

1.2 Research Question

According to the background of study above, the researcher find questions related to the topic they are:

1. What kind of language style used in the Ms Marvel film series?
2. What kind of factor that influenced the language used by the character??"

1.3 Objective of Study

The objective of study in this research are:

1. Find the kind of language styles used in the Ms Marvel film series.
2. Find the factor that influenced the language used by the character and explain it.

1.4 Significance of Study

The significance of this research is that researcher build natural and easy understanding and explanations in the research, especially those related to the discussion of language styles in the hope of increasing reader understanding and interest in the world of linguistics. In addition, this study uses superhero film material objects from a large and well-known company, both young and old, namely Marvel Studio with the main character being a Moslem with the hope to open the reader's mind that the world of literature and linguistics is fun because it is not only old literature is used as an object, but also what is contemporary and popular between the current generation.

1.5 Literature Review

There are previous several researches that talk about the same object and theory as this research. The researcher finds the differences and similarities among those researches and this research.

The first research is written by Adityo Darmadi from State Islamic University Sunan Kalijaga Yogyakarta entitled “Social Power as Seen in Marvel Comic’s Ms

Marvel (2014). This research aimed to find and know how the case occur on the Ms Marvel comic, that is Kamala Khan's superpower ability related with her life as Moslem teenager on minority group. The researcher uses the bases of power theory by French and Raven to examine what kind of the social power is used by Kamala Khan and her reason why she uses the ability. The researcher uses comic as material object and qualitative method as research method in the research. As result, the researcher find that Kamala Khan uses kind of her social powers such as reward power, coercive power, and legitimate power followed by the situation if it's impossible for Kamala Khan to deal with. And also it can be concluded that social power is still needed because not everything can be solved by the physical strength.

The second research is written by Nurila Azhary from State Islamic University Sunan Kalijaga Yogyakarta entitled "Women's Language Features and Their Changes in Ms Marvel Comic". This research aims to analyze the woman's language from the main character of the comic that is Kamala Khan, a Moslem teenager. The researcher uses the woman's language theory from Robin Lakoff supported with ethnography communication SPEAKING theory by Dell Hymes to find the factors behind the speech of the character. The researcher uses comic as material object and qualitative descriptive as research method in examining the object. As the result, the researcher finds there are nine characteristics of woman's language occurs on the object such as lexical hedges or fillers, tag questions, declarative rising intonation, empty adjective, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong wear words, and emphatic stress. Beside

that, the features of woman's language change found in this object are non-standard grammar, slang, and direct speech.

The third research is written by Hayati Yusti Karina from State Islamic University Sunan Kalijaga Yogyakarta entitled "Language Styles Used in the Kite Runner Novel Written by Khaled Hosseini: in Sociolinguistics". The research aims to find the kind of language styles and the factors behind it. The researcher uses Joss and Kriszner & Mandell language style theories and qualitative descriptive as research method in examining the object. As the result, the researcher finds that the most style that not suitable and also the biggest factors of choosing language styles.

The fourth research is written by Septiana from State Islamic University Sunan Kalijaga Yogyakarta entitled "The Violations of Language Styles Used in She Wore Red Trainers Novel: A Sociolinguistics Analysis". The research aims to find the language styles that are not suitable in the conversations between characters on She Wore Red Trainers novel. The researcher chooses the language styles theory from Martin Joos that divides the kind of language styles into five kinds, and Mandell & Kirszner that divides the kind of language styles into four kinds. The researcher uses novel as material object and qualitative descriptive as a research method in examining the object. As the result, the researcher finds that formal style in casual style is the most language style used on the whole conversation (37.14%) followed by consultative style, colloquial style, and intimate style.

The fifth research is written by Efri Istia Dona from State Islamic University Sunan Kalijaga Yogyakarta entitled "The Language Style in Rendy Pandugo's 'The

Journey' Album". The research aims to find the kind of language styles used on the object and explains the meaning behind it. The researcher uses the language styles theory by Tarigan and descriptive qualitative as research method in examining the object with the song as material object. As the result, the researcher finds that writer of the song uses the language styles inside such as antithesis, metaphor, simile, hyperbole, personification, and tautology as comparison categories and anaphora, assonance, epizeukis, tautotes, alliteration, epistrofa, and simpleke.

From the researches above, the researcher finds the difference between those researches and this paper. This paper use language styles theory from Martin Joss combined with film theory from Sikov with Ms Marvel film series as material object, different with the two first where those researches use Ms Marvel comic series as material object. And also there is one research that uses the same language styles theory with not the same experts, that is language styles theory from Tarigan with song as the main object of research.

1.6 Theoretical Approach

In this paper, the theories used to support analysis are sociolinguistics theory and language style.

1.6.1 Sociolinguistic

One kind of study that discuss about the language and linguistics is sociolinguistic. Sociolinguistic's defined as the study how the language works with the every day live to the daily conversation of society and the media used

to which also influenced by another factors such as policies, societal norms, and laws that make the language according to Fuller in (Wibowo, Yuniasih, & Nelfianti, 2017, p. 14). The form of sociolinguistic we usually encounter in everyday life without realizing such as daily conversation between people, social activities, and rules that establish and influence the language. Therefore, in sociolinguistic not only discuss the language spoken by people, but also connect and analyze it with the society which also has effect in establishing the language.

1.6.2 Language Style

Language style is one part of sociolinguistic studies that discuss how the language style used by a person when influenced by the situation and conditions in which communication takes place, and also other factors that affect a person's language style such as age, gender, occupation, economic level, and the level of social status in society which is further elaborated into 2 theories by experts, namely the style theory of Martin Joos that divides the language style into 5 types, namely Frozen style, formal style, consultative style, casual style and intimate style (Joos, 1976, p. 153), and Mandell & Kirszner's theory of language style that divide language style into 4 types, namely slang, colloquial style, informal style, and formal style (Mandell & Kirszner, 2003, p. 217-219). But in this research will uses the language style theory by Martin Joos.

1.7 Method of Research

1.7.1 Type of Research

This research uses descriptive qualitative research method in the research process on the object. In this research, the researcher will try to describe the language style contained in the Ms Marvel film series. The researcher will also identify the factors that influence the use of the language style that comes out by the speaker and what kind of language style is most expressed by the main character in the Ms Marvel film series. Based on the opinion of Gay (1976, p. 12), qualitative research methods is a research method in which the data processing is in the form of a collection of words or non-numbers and data collection is carried out in several ways such as observation, tape recording, interviews, and script review.

1.7.2 Data Source

The primary data source used in this study is the Ms Marvel film series (2022) published by the Marvel Studios company on the Disney+ platform with certain episodes, they are the first episode (episode 1) and the last episode (6). Furthermore, the data is taken from the utterances of Kamala Khan, the main character of Ms Marvel, throughout this film series. For the secondary data of this study is taken from some theory books that supported this study such as 'An Introduction to Sociolinguistics by Ronald Wardhaugh and Janet M. Fuller', and also the script of episode 1 and 6 from the film series.

1.7.3 Data Collection Technique

In this study, the researcher uses visual analysis technique as a data collection technique. The visual analysis technique is a technique used by observing and analyzing the visuals that are in front of us such as television show, talk show,

and film (Vanderstoep & Jhonston, 2009, p. 189). This data collection technique is suitable and in accordance with this research because the data is sourced from a film series. First, the researcher watches the film series on the Disney+ platform and then download it. Second, the researcher observes the conversations made by Kamala Khan in the film series by paying attention to the existing subtitles.

1.7.4 Data Analysis Technique

In this paper, the researcher uses the pragmatic equivalent method in analyzing the related data. The pragmatic equivalent method is a language analysis technique by examining and paying attention to the utterances, conversations, and dialogues carried out by participant or actor (Sudaryanto 1993, p.13). The researcher will enter into the whole process in the film series to analyze the language in the speeches of the character. First, the researcher identifies the whole utterances from Kamala Khan. Second, the researcher classifies these utterances into the appropriate type of language style. Third, the researcher explains and describes the utterances that have been classified along with the related language style. Fourth, the researcher analyze the other factors that influenced the existence and type of language style in the utterances.

1.8 Paper Organization

The researcher divides this research into 4 chapters, namely chapter 1 introduction, chapter 2 theoretical framework, chapter 3 research finding and discussion, and chapter 4 conclusion and suggestion. In chapter 1, introduction has various sub-chapters such as background of study, research question, objective of

study, significance of study, literature review, theoretical approach, method of research, and paper organization. Meanwhile, in chapter 2, theoretical framework, a clear and detailed explanation of the theory that will be used will be presented. Then in the next chapter will discuss the finding and discussion of the results of this research. In the last chapter, conclusion from the overall research and suggestion for future research will be presented.



CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

The researcher uses the language style theory of Martin Joos in analyzing the various language styles used by Kamala throughout episodes one and six of this film series. To support the main theory of language style, the researcher uses supporting theory namely sociolinguistics theory by Janet Holmes to explain what factors influence the use of language style by Kamala Khan. The researcher found that the main character, Kamala Khan, used variety of language styles based on the condition happened on the field and also influenced by some factors as explained like participant, setting, topic, and function

From the entire analysis, it can be concluded that the use of language style by Kamala in the Ms Marvel film series episodes 1 and 6 mostly uses casual style. Looking to the phenomenon of youth in real life, especially on Western it's a normal thing happened there regardless of norm and Islamic religion like in Indonesia. Apart from this thing, it's important to develop characteristic for everyone, from children, youth, and adult so their language will be considered more polite and suitable with the condition, even on bad situation where someone would say *dzikir sentence* instead of swearing. About the most factor that influenced a language is topic with amount 27 from 56 datum.

4.2 Suggestions

After concluding this research, the researcher would like to provide advice to other researchers who plan to use the Ms Marvel film series as an object, especially those related to language style theory. The researcher provides suggestion to other researchers to use language style theory from other researchers such as Mandell & Kirszner so that this object can be studied more deeply in the use of language, especially related to language style. By using a different approach, the researcher believes that this film series can be understood more deeply than before and can increase the audience's interest in seeing this film series from the perspective of linguistics.

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Movie

Ms Marvel (2022) Film Series Episode 1 & 6.

Thesis

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