

Language Style Analysis of The Main Character in the “Elemental: Forces of Nature” A Movie Based on Martin Joose's Theory

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Abstract

This study analyzes the language style of the main character in the film *Elemental: Forces of Nature* using Martin Joos' theory, which categorizes language styles into five types: frozen, formal, consultative, casual, and intimate. The research is grounded in the understanding that language is a vital communication tool that reflects social context, relationships, and personal identity. The film was chosen due to its diverse character interactions that occur across different social settings, offering a rich basis for examining stylistic variations in dialogue. The study aims to identify the types of language styles used by the main character, determine the most dominant style, and explore how social factors such as emotional closeness and status influence language choices. This research employs a descriptive qualitative method, with data collected through careful observation of the character's utterances and content analysis of the film's script. The findings reveal that all five types of language styles outlined by Joos are present in the film, with the casual style being the most frequently used, indicating the prevalence of informal, emotionally expressive communication. Furthermore, the use of different styles reflects shifts in the character's relationships, situational demands, and levels of formality. The study concludes that language style is not only a reflection of individual and social dynamics but also serves as a narrative device that supports character development and advances the storyline.

INTRODUCTION

Language plays a vital role in human communication, serving not only as a means to convey messages but also as a reflection of social relationships and contexts. This variation in language use, known as language style, is a central focus in sociolinguistics. It reveals how individuals adjust their speech depending on who they are speaking to, the situation, and their intent. According to Bednarek (2020), language is shaped by context, which divides language styles into five categories—frozen, formal, consultative, casual, and intimate and offers a structured approach to analyzing these variations.

This study explores key questions such as: (1) What kinds of language styles are employed by the main character in the film *Elemental: Forces of Nature*? (2) Which of these styles appears most frequently? (3) In what ways do social dynamics and character relationships influence these language

choices? By addressing these questions, the research seeks to examine how linguistic style reflects and shapes interaction within cinematic storytelling.

The study is timely and relevant, especially in the realm of sociolinguistics and media analysis, as it sheds light on how animated films mirror everyday social communication. It provides valuable insights into how language helps build character identity and narrative structure in film. This research specifically focuses on the language used by the film's main character, analyzing their speech through Joos's stylistic framework. While the study is limited to one character and one film, it provides an in-depth qualitative understanding. The aim is to classify and interpret language styles while exploring their connection to social context and character dynamics. This research addresses a current gap by applying a classic linguistic theory to modern animated storytelling, offering fresh perspectives for both linguistics and film studies.

METHODS

This study employed a qualitative descriptive method. According to Creswell (2023), qualitative descriptive emphasizes processes, meanings, and understanding conveyed through words or images. The researcher adopted a qualitative approach because the study focuses on the natural conditions of the subjects, which were examined through written or spoken language. This research aimed to describe the types of language styles used and identify the specific language styles employed by all characters in the movie "Elemental: Forces of Nature," and also explore how social factors such as emotional closeness and status influence language choices

Design

This study adopts a descriptive qualitative design, aiming to systematically and deeply describe the phenomenon of language style in a specific social context through textual analysis. Rather than testing hypotheses statistically, this type of study focuses on understanding and interpreting the meaning of the data. It is classified as a non-experimental observational study, since the researcher does not manipulate variables but observes and analyzes existing data, in this case, character dialogues from a film.

The population of the study includes all the dialogues spoken by characters in the film *Elemental: Forces of Nature*. However, the primary focus is on the main character, Ember, whose utterances are selected as the main source of data. The sampling strategy used is purposive sampling, a technique in which samples are selected based on specific criteria and relevance to the research objectives (Prior, 2020). In this context, the researcher chose dialogues that are directly related to Martin Joos' theory of language style and reflect varying social settings (such as formal, informal, and intimate situations).

Data collection was carried out through content analysis, which involved watching the film, transcribing the dialogue, and identifying patterns of language style based on Joos' five categories: frozen, formal, consultative, casual, and intimate. The data were then analyzed using the Miles and Huberman model, which consists of three steps: data reduction, data display, and conclusion drawing/verification. This design enables the researcher to explore how language style functions in cinematic narratives and how it reflects social relationships, emotional dynamics, and character development within the story.

Data Collection

This research employs a content analysis method to examine the film *Elemental: Forces of Nature* directed by Peter Sohn. Following the approach outlined by Miles *et al.* (2020), the data collection process consists of several steps:

First, Film Viewing: The researcher carefully watched *Elemental: Forces of Nature* to gain a comprehensive understanding of the storyline, character development, and other cinematic elements relevant to the study.

Second, Data Notation: (a). The researcher recorded key and relevant excerpts from character dialogues, actions, and interactions. (b). These excerpts were selected based on their relevance to the research questions and objectives.

Third, Content Analysis: (a). The content of the film was analyzed with a focus on character representation and how the characters are constructed within the narrative. (b). The analysis aimed to identify recurring themes and subthemes related to character portrayal and language use.

Lastly, Use of Primary Data: (a). The primary data consisted of selected quotes from the film, which served as the foundation for further analysis. (b). The researcher ensured that the selected excerpts accurately reflected the characters and provided meaningful insight into their portrayal in *Elemental: Forces of Nature*.

Data Analysis

This study employed three techniques to analyze the qualitative data from the interviews. Based on the Miles and Huberman model, the researcher carried out data reduction, data display, and conclusion drawing/verification (Sugiyono, 2013) as described below:

First, Data Reduction: At this stage, the researcher identified and selected relevant utterances from all characters in “*Elemental: Forces of Nature*”. To ensure data preservation, copies were made. Irrelevant information was then removed, allowing the researcher to focus solely on dialogues that contained elements of language style used by the characters in the movie.

Second, Data Display: After reducing the data, the researcher presented it in a table format. Each character’s utterances were accompanied by brief descriptions to improve clarity and comprehension. Consequently, every character in the movie had a separate table displaying their data.

Third, Conclusion Drawing and Verification: The final step involved interpreting and verifying the findings. The researcher carefully reviewed all characters’ utterances and summarized the results in a structured paragraph, ensuring that the analysis accurately captured the language styles used in the movie.

Lastly, Triangulation Technique: The validity of the data in this research is ensured through theoretical triangulation. This study uses theoretical triangulation by combining three ideas to make the analysis stronger. The first is Martin Joos’ theory, which explains five types of language style: frozen, formal, consultative, casual, and intimate. The second is from Janet Holmes, who says people change how they speak based on who they are talking to and the situation. The third is from Rickford, who believes people adjust their language depending on their audience. By using all three, this study can better understand how the main character in the movie uses different language styles based on relationships, emotions, and the setting.

RESULTS AND DISCUSSION

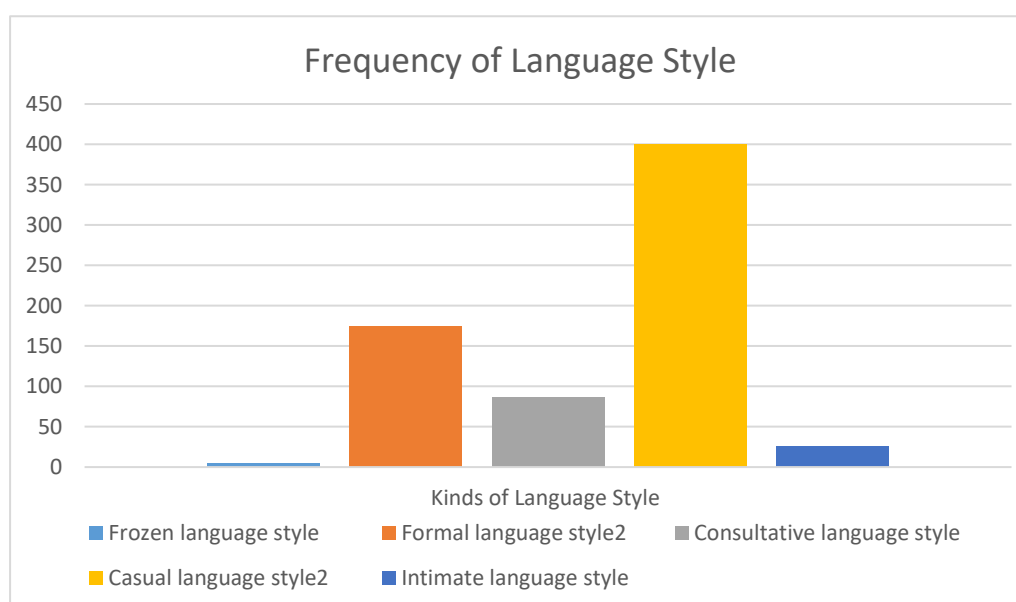
Results

This present study reports the results of the data analysis. After analyzing the language styles’ utterances from the *Elemental “Forces of Nature”* Movie, the researcher discovers 5 kinds of language styles utilized in this movie. They are formal style, casual style, consultative style, and intimate style. After analyzing all the language styles spoken by the main character in the *Elemental “Forces of Nature”* movie the researcher counted how many times the 5 language styles were used by the main character researcher found 1 language style that is most dominant, namely the casual language style. Based on the results of the dialog analysis from the movie *Elemental: Forces of Nature*, it can be seen that the social relationships between characters greatly influence the type of language style they use. In this movie, the main character, Ember, shows variations in the way she speaks depending on who she is talking to and in what situation.

**Table 1. Language Style Used by The Main Character in the Movie
“Elemental: Forces of Nature”**

No	Language Style
1.	Frozen Language Style
2.	Formal Language Style
3.	Consultative Language Style
4.	Casual Language Style
5.	Intimate Language Style

Table 1 presents the language styles found by the researcher that were spoken by The Main Character in the Movie “Elemental: Forces of Nature”



**Chart 1. The Most Dominant Type of Language Style in the Main Character Of
“Elemental: Forces of Nature” Movie**

Discussion

This study found that the main character in Elemental: Forces of Nature used all five language styles defined by Martin Joos: frozen, formal, consultative, casual, and intimate. The most frequently used style was casual, which appeared in relaxed conversations with friends and reflected a close, informal relationship. This confirms findings from earlier studies, such as Firdiani (2022) and Sinulingga (2024), who also noted that casual language style is dominant in animated films. It shows that casual speech helps make characters more relatable and emotional scenes more natural.

Frozen and formal styles appeared in specific scenes, such as official announcements or family traditions. These styles were used to create a sense of seriousness or respect and were less common overall. This supports findings by Yuniati (2020), who found similar patterns in public speeches. The consultative style was found in scenes that involved semi-formal communication, such as between Ember and officials or her father. This reflects how characters maintain politeness while still allowing dialogue to flow.

Lastly, the intimate style was used during personal moments with family or in emotional situations. This confirms Ogiermann (2023), idea that people use more personal language when speaking with those they are close to. In conclusion, the study shows that language style in animated films reflects real-life communication patterns. It confirms Joos' theory and adds to previous research by showing how social roles, emotional closeness, and context influence the characters' way of speaking and help build the story.

CONCLUSION

This research concludes that the main character in *Elemental: Forces of Nature* employs all five types of language styles identified in Martin Joos' theory: frozen, formal, consultative, casual, and intimate. Each style is used strategically based on the social context, emotional situation, and the relationship between characters. The most dominant language style found is the casual style, which reflects the informal and personal nature of many interactions in the film. Social relationships such as status, emotional closeness, and social roles determine the type of language style used by characters.

The film also demonstrates that stylistic variations not only strengthen characterization but also help build the dynamics of the story as a whole. The use of varying language styles also illustrates the dynamic social relationships and character development throughout the movie. This finding reinforces the significance of sociolinguistics in understanding how language functions in media, particularly in animated films where dialogue contributes heavily to storytelling and character identity.

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