

## Language Style in the Pacman Story by Viastro on Tumblr

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**Abstract.** This research aimed to analyze about a story entitled pacman by viastro on tumblr social media, which tried to find out the kinds of language style are mostly used in pacman story on tumblr. This research focused on Martin Joos theory which discussed about language style. There are frozen style, formal style, consultative style, casual style, and intimate style. This study was conducted using a descriptive qualitative method in which the data was collected by reading the whole story then finding out the conversation that contains language style. Later on, the researcher classified them based on the types of language style that were found on the conversation, then finding the dominant type of language style. After conducting the analysis, this study showed that there were three types of language style from five types of language style according Martin Joos. They were consultative, casual, and intimate style. Casual was found as the most dominant types of language style in the story with 10 data, intimate with 6 data, and consultative 2 data. Finally, the reseacher hopes that this study will be useful for the future improvement of studying literature, especially about language style.

**Keywords:** Language style, Tumblr social media

### 1. Introduction

Language is a communication system that can be represented not only through words but which also through gestures. Language may be considered as a tool for expressing one's thoughts and feelings to another. We may communicate our ideas and feelings with others by using language as a tool for communication and thinking [1], [2], [3]. Language is divided into two types: spoken and written language. Conversation, speaking, narrative, discussion, and transmission are all examples of spoken language [4]. While written language is an utterance that is in written form, such as novels, comic books, newspapers, and so on. A language is a tool that all humans must have in order to communicate with one another. The linguistic product of communication can take several forms, including asking something, providing information, amusing, and so on. People may mingle and communicate with one another through language. People may express their messages through talk, allowing engagement and communication to occur. Language is frequently used to express information, thoughts, ideas, and sentiments, and it may also be utilized to obtain information from others [5]–[7].

Linguistics is concerned with the nature of language and communication. Linguistics, in general, is the quest for information that humans have subconsciously about language, an understanding of the structure of language, and knowledge of how many languages differ from one another [8], [9]–[11]. Another definition is the investigation of the link between language and social characteristics such as class, age, gender, and ethnicity. [12]. In accordance with those two linguists, Holmes, people who study linguistics will probably concern on describing people's different ways of speaking in different social contexts [13]. Linguistics is important in teaching English because it helps teachers explain the components and structure of English to students. Every language has a linguistic system or rules that can be studied in terms of phonetics, phonology, morphology, syntax, semantics, pragmatics, and sociolinguistics. Sociolinguistics is the study of language in interacting with society.

Sociolinguistics explores language in relation to society [14]. The word "social" means of society and the word "linguist" means of the science of language. Sociolinguistics divided into three characteristics such as characteristics of their function, characteristics of their speaker, and characteristics of language varieties. Sociocultural settings and language variants may be examined in

sociolinguistics research [15]. Sociolinguistics is the study of socially related language variants. "Who speaks (or writes) what language (or what language variation) to whom and when and to what goal," [16]. Language is an important communication instrument. It simply implies that language is the most significant medium for connecting with people in society [17]. The way people talk depends not only of regional and social dialect but also of circumstance [18]. There are several sociological languages depending on the civilization. It is known as sociolinguistics because it investigates the relationship between language and the social environment.

In all these definitions, it is clear that sociolinguistics is a discipline that makes a link between sociology and linguistics. It is a branch of sociology and as a concept, it is concerned with how language use is a determinant of a given society's linguistic requirements. Every society has its linguistic codes that are acceptable for interaction [19]. Language diversity occurs in society when people use language differently. Language variety is a language phenomena happens in a group of speakers. Style is one sort of language variation [20]. Language style is a way of expressing thoughts to see the soul and personality of the writer [21]. The use of language specifically to achieve particular effects, both practical impacts to draw attention in ordinary discourse and aesthetic impact in literary works, is referred to as language style [22]. Language style is a way of applied language research that makes findings about the structure and function of language through textual analysis [23].

Language style refers to how individuals communicate through language, which can be written or spoken. Language style exists in linguistics as knowledge. Language style is a tool used to deliver a message in a different language [24]. Language style as the method in which individuals communicate their feelings or ideas or written language that is applied to anything with metaphorical meaning [25]. It suggests that language style may be used to communicate in society in a variety of ways based on the context and listener. If the language has achieved a style in itself, it will be appealing [26]. If language is combined with a different style in a different context and environment, it will create a new ambiance. Language style is included under the semantic scope in linguistics. Martin Joos defined five types of language [27]. He identified five distinct language styles:

1. Frozen style, According to Joos, frozen style is a style that is designed to be remembered and utilized in a particularly formal situation, such as in a palace, church liturgy, a speech for a state function, or on other occasions [20]. The Pledge of Allegiance, wedding vows, and other "static" vocalizations performed in aritualistic monotone are examples.
2. A formal is one that is intended to instruct. It is the dominant characters, which are inevitably secondary in informal conversation and missing in intimacy. The formal style is typically employed in formal contexts with limited common prior A graduation ceremony for a medium or big group is an example of one-way communication with little or no involvement from the audience.
3. Consultative according to Joos, the consultative style is one that demonstrates our conventions for making peace with outsiders who speak our language yet have different personal information [20]. In semi-formal communication contexts, the consultative style is utilized. This is the style that all speakers must use. While one talks at intervals, the other responds with short comments or typical signs such as "That's correct," "Oh, I see," "Yes, I know," and so on. "Yah" can also be used to invert the roles of listener and speaker. In a consultative style, the conjunction "and" and the preposition "at" are frequently employed. "Do you have any spare time?" for example.
4. Casual is a style that is employed amongst friends in non-formal situations, such as when students talk outside of class. The sentences in this style are often brief. There is no prior information provided, and listeners are supposed to grasp what the speaker says in this manner.
5. Intimate Style, according to Joos, intimate is fully private language used between family and close friends [20]. The first systematic aspect of intimate style is extraction, in which the speaker extracts a minimal pattern from each potential casual statement. Denoting example, the phrase "eng" is an empty word; it has no lexical definition but acts as a code identifier for intimate manner. Slang is not appropriate for an intimate setting, and no background information.

The use of language varieties can be found in daily activities. It's happen When we look at it from the standpoint of linguistic structure, we see it in movies and fiction. Different linguistic styles may be noticed and noted in blogging as well. Students can use blogging to organize information, post and share written outputs, give and receive feedback from other students, search information, link to other students' sites, read and evaluate other students' posts, collaborate and learn from one another, exercise learner autonomy, develop confidence, and reinforce motivation. [28].

Technology in the twenty-first century has revolutionized the world in numerous, interesting, and unexpected ways. It has fundamentally altered the way we work, communicate, and interact with one another by permitting the rapid flow of information, capital, and services throughout the world. More inexpensive travel, mobile devices, social media, and internet access have permitted new patterns of mobility and modes of social involvement [29]. There are several kinds of social network, one of them is named Tumblr. Tumblr is the media that have been chosen by the researcher in this action research. Tumblr is one of the examples of blogging application that can be used as media to interact, sharing experiences and to communicate each other in written or reading form personally. Tumblr, as a microblogging site, combines the advantages of having high-quality material on a blog with the benefits of online networking services [30].

And in this research, researchers will discuss the use of language style in a short story with the fan fiction genre by a tumblr account called Viastro with the title pacman. language style to analyze the data related with the language style used in the story of pacman on tumblr. Based on the several facts above, the researchers is interested to analyze story using Martin Joos theory there are five kinds of language style. The researchers considered that recognizing the language style can be easy but also tricky. The researchers uses entitled “Pacman” by Viastro. The reason this story as the data source because this story is interesting to read, and the story related for teenagers especially students also there are language style used in the story. This research only discusses about the kind language style and to analyze language style used in the story. Therefore, the researchers want to make a research entitled “Language Style in the story Pacman by Viastro on Tumblr.”

## **2. Methodology**

Descriptive qualitative design was chosen because the fact that study deals with language phenomenon as the elements culture. A descriptive approach of research is one that tries to correctly characterize a phenomena based on research characteristics [31]. Nassaji stated that qualitative research collects data qualitatively, and the method of analysis is also primarily qualitative [32]. Then, the researcher collecting the data source from a story entitled pacman on tumblr account named viastro. Following the completion of data collection, the data was evaluated using the following procedures: Analyze status based on linguistic style; Language styles include frozen style, formal style, consultative style, relaxed style, and familiar style. Knowing the prevalent linguistic style employed in a tale.

Researchers employ this study strategy to define and understand current problems based on correct facts. This research looks into the Pacman narrative dialogue. The researchers studied the talks of participants in this study as data and data sources from story pacman written by Viastro. The researcher investigated several linguistic styles. The researcher used those conversations in the text as guidance in making analyzed language style. There are various stages that the researcher takes when collecting data for this study. First, researcher reading the contents of the whole story then the researcher takes the story script. Second, the researcher examined the various forms of linguistic styles used in short story pacman. Third, the data were tabulated based on the types of language style. The researcher extracted language style data from the tale and compared it to language style markers. The researcher examines the analytic data to draw conclusions.

## **3. Findings and Discussion**

### **A. Findings**

Like in the Introduction, the aim of this study is to find out the types of language style in the pacman story conversation and the most language style used of the pacman story by Viastro. In this section, the writer discusses one by one based on the data found. Based on the data, the researcher only found 3 kinds of language style from 5 styles according martin joos theory [27]. There are consultative style as much 2 cases, casual style 10 cases, and intimate style 6 cases. Researchers selected certain data that may represent all of the data presented as a sample of data from each sort of linguistic style to prevent unnecessary data discussion.

### **B. Discussion**

In chapter two who have discussed, Martin Joos' assertion describes five types of language. There include frozen style (oratorical style), formal style (deliberative style), consultative style, informal style,

and intimate style. [27]. So the researcher is interested to conduct a research entitled Language Style in the Pacman Story by Viastro on Tumblr. Pacman is an interesting story to be analyzed because this story tale very appropriate with teenagers. The story is talk about y/n (your name) and the researcher put in named Nanda as the one of characters and Jeonghan. They are best friend since they were children but undergo the hard situation that is “Love” in their best friend relationship. Some language styles are employed in this short story. Language style recall is a research that typically connects to social environment. It is tough to disconnect from society when we learn different linguistic types. They are detailed in further detail below:

1. Frozen Style

From the analysis that none of the data that is suitable for this type was found.

2. Formal Style

Based on the analysis that has been done there is no data found for the formal style that is the same as the frozen style.

3. Consultative style

This style occurs 2 times, and they all are presented as follows :

**Data 4**

**In the auditorium**

Jeonghan : Hi, I'm Yoon Jeonghan.

Jun : Hi, I'm Wen Junhui.

Nanda : Oh God.

Jeonghan : Nanda! This is Wen Junhui, he's a transfer.

Jun : Hi Nanda, you can call me Jun.

Nanda : Hi Jun, let Jeonghan and I know if you ever need any help!

The conversation above is classified as a consultative style. In a semi-formal situation, and the place of conversation is in the auditorium. The conversation started when Nanda and Jeonghan were in the auditorium. Jeonghan who saw funny memes from his cellphone screen wanted to watch Nanda, but Nanda was silent. Jeonghan looked at Nanda's gaze, and realized that Nanda saw a man. Jeonghan walked over to the man and asked him to introduce himself. near one of the movers named Wen Junhui. In accordance with Martin Joos' theory, the consultative style identified with is the style that is visible our norms making peace with foreigners who speak our language but whose personal information may differ. Consultative style is semi-formal communication situations. Another cause, Jun gave some short responses which showed his own consultative style and they are not close friends or Jun is a complete stranger.

**Data 16**

**In the crosswalk**

Jeonghan : Hi, Nanda.

Nanda : Hi, Jeonghan.

In this conversation it happened when it was Nanda who finally saw Jeonghan again after not seeing each other for months. The place where they met again on the street. With situations in awkward conversation. So in this case the author analyzes that this form of conversation is included in the type of consultative style. Because between Nanda and Jeonghan shows a relationship that is not as intimate as before. Where Nanda usually calls her Hannie, but because they are become strangers, Nanda calls his with his name.

#### 4. Casual Style

This style occurs 10 times, and they all are presented as follows :

##### Data 1

###### In the classroom

Jeonghan : I thought you slept early last night?.

Nanda : Yeah, 2 am this time. Personal best for the year so far.

Based on the conversation above happened between Jeonghan and Nanda. They have been friends since high school until now when they are in college. The place where this conversation takes place is in the classroom. In this study, the conversation occurred when Jeonghan, who had just entered the class, sat beside Nanda's desk. Seeing that Nanda closed her eyes and put her head on the table while waiting for the lecturer to come. Jeonghan asked if Nanda went to bed early and Nanda said that she did go to bed early at 2 am because she usually sleeps at 6 am. Conversation includes a casual style and the content of the conversation clearly shows an informal situation. And the content of the conversation is in keeping with Martin Joos' casual style theory.

##### Data 2

###### In the living room watching tv and lay down on couch

Nanda : Hannie, our friendship is too precious to end like theirs did!

Jeonghan : You think I'd like you?.

Nanda : Hey!.

Jeonghan : I'm teasing you. We gotta stop watching kdramas until 5 in the morning.

(Nanda just nods her head)

Jeonghan : Come on, lay down, Nanda.

(Nanda just silence and don't move from her position)

Jeonghan : What's up?.

These data are classified into casual style because the background of the dialogue occurred in relax situation that happened in the living room. The conversation it can be seen between Nanda and Jeonghan it started when they were watching kdrama and suddenly Nanda talked about the film by saying that the friendship between Nanda and Jeonghan was too precious to end like in the film. Jeonghan also teases Nanda by saying if Nanda thinks if Jeonghan will like her Another reason, Jeonghan says "What's up?", the sentence is usually used between friend if they meet. It is an informal greeting in daily life. So that characteristic makes it classified into casual style based on Joos theory.

##### Data 3

###### In the apartment

Nanda : Let's make a vow.

Jeonghan : What kind of vow?.

Nanda : A vow for us to never fall in love with each other.

Jeonghan : I don't think we can make a vow on something that's out of our control.

Nanda : Then we make a promise.

Jeonghan : That's the same thing as a vow...

Nanda : No, shut up. Let me explain. If one of us catches feelings, then we end our friendship.

Jeonghan : You'd want to end our friendship just like that?. I'd feel like ass if you just left without a word, though.

Nanda : Pacman. It'll be our code word. Instead of leaving without a trace for a couple months, or confessing our feelings and then leaving, we can just say Pacman. It's not directly saying I love you, and who knows if either of us will remember the word. It's the perfect thing to say before disappearing for a bit.

Based on the conversation above between Nanda and Jeonghan is talk about make a vow if by saying pacman as the code. Pacman is a code that can be spoken, which indirectly says I love you. The conversation occurred in normal situation in the middle of watching movie. Based on martin joos, the casual is the form of discourse in which We usually in our most easygoing and uninhibited.

Casual is a style that is performed for conversation in our relaxed or ordinary scenario that is suited for conversations with our friends. As mention above, we have already know that both of them are close friend. Thus, no wonder when they use a casual style in their conversation. Another reason, Nanda gave some short responses, such as “what's up” and “no, shut up”, and “ass” that indicated that the uses of informal language and it is the characteristics of casual style.

#### **Data 7**

##### **In the apartment while watching kdrama**

Jeonghan : You got a text from Junnie.

Nanda : I love when the main actress stands up for herself.

Jeonghan : There's just something so satisfying about women proving that they don't need a man to protect them. They need to show this more in kdramas, break the stereotype, ya know ?.

(Nanda was surprised to see the contents of the message from Jun)

Jeonghan : Did something happen?.

Nanda : He asked me on a date! Me! Wait, is it a date? What should I say?! What if he didn't mean to send me that text?? Oh my God, I'm so nervous I could actually pee my pants. Wait, Yoon Jeonghan!

Jeonghan : There

The conversation above took place between Nanda and Jeonghan. They two have a good friendship. In this conversation, Nanda and Jeonghan were watching a movie in the tv room, and discussing the plot of the film they watched. Suddenly Nanda got a message in the form of a chat from Wen Junhui, who asked Nanda to go on a date. Based on martin joo's it is classified as casual style. This happens because they are close friends and in a casual style sometimes the speaker doesn't need a complete sentence to convey his idea. This design is used for casual situations as in close friends, social insiders, acquaintances. He has a tendency to often use shared information or shared assumptions (slang) such as "pee my pants" spoken by Nanda. Another trait of this approach is sometimes the sentences lack grammar, such as "ya know" spoken by Jeonghan.

#### **Data 10**

##### **In the bedroom**

Nanda : I have to choose an outfit for Saturday! Oh my GOD!. Hannie, come help! I'm not that stylish! .

Nanda : Please help.

Jeonghan : Should I ask how you even managed to get your head through the hanger?

Nanda : No.

In this conversation, it is included in the casual style. With situations in informal dialogue. The conversation started when Nanda asked Jeonghan to help her choose the outfit she would wear to go out with Jun. He immediately ran to his room but found his head stuck in the hanger Jeonghan laughed at that. Another reason is there are some characteristics of casual style, namely the words then the utterance is ungrammatically and shortened like “come help”, “oh my GOD” which is contained in the conversation.

#### **Data 13**

##### **In the apartment taking a picture**

Jeonghan : Let's take one more.

Nanda : 1, 2, 3-

Jeonghan : I wanted to look handsome in that one.

Nanda : You're always handsome, be quiet.

Nanda and Jeonghan (Counting down from 15 to 1 to welcome the new year)

Nanda : Happy New Year, Yoon Jeonghan.

Jeonghan : Happy New Year, Nanda.

Nanda : I'm gonna go to greet Jun a happy new year, I'll be back in a sec.

Jeonghan : Tell the handsome man I said Happy New Year.

(Nanda give a thumb)

Nanda : Ready to make midnight snacks to celebrate the new year?

Jeonghan : Of course I do, don't ask me no stupid fucking questions.

Based on conversation above between Nanda and Jeonghan is classified as casual style. because it occurs in informal situations and conversations occur between friends. The conversation started with Nanda asking to take photos once again to celebrate the new year with Jeonghan, after that Nanda asked for a moment's permission to say Jun happy new year and after asking if he was ready to make snacks to celebrate the new year, Jeonghan replied "Of course I do, don't ask me no stupid fucking questions". The word of "fucking" is informal language to friends and informal language is the one of characteristics casual style.

#### **Part 14**

##### **In the apartment Jeonghan**

Nanda : Coming! Hannie! I wasn't expecting you, what's up?  
Jeonghan : Are you going somewhere?  
Nanda : I have a date with Jun today, you like the fit ?  
Jeonghan : Speak of the Devil. Did you need something from my apartment? You can just lock up when you're done.  
Nanda : Hannie, what's wrong-  
Jeonghan : Jun is lucky to have you.  
Nanda : Jeonghan ?  
Jeonghan : Pacman. You look beautiful, Nanda. Have fun on your date.  
Jun : Was that Jeonghan ?  
Nanda : Yeah, he seems sad though.  
Jun : Wanna go and check on him?  
Nanda : It's okay, I'll check on him after our date.

From the conversation above it has been analyzed as a casual style. Set in an apartment with an informal situation. Based from martin joos theory as we know the word of "what's up?" based on martin joos is the one of characteristic of greeting word in casual style. One other reason casual style is identified with slang and the word "speak of the devil" spoken by Jeonghan is an idiom form which means longevity. and because words "Yeah, he seems sad though" hires an assertive version of casual chat an opinion was incorporated in the sentence by Nanda when she is response the Jun ask question, but he also give an opinion after Jun ask question with Nanda.

#### **5. Intimate Style**

This style occurs 6 times, and they all are presented as follows :

##### **Data 8**

###### **In the chat**

Jun <3 : i was wondering if you wanted to go to the aquarium together on saturday? I remembered when you told me how you've never been, and the aquarium is having a christmas special even tho it's november :3. It's totally fine if you don't wanna go by the way.  
Nanda : that sounds great! i can't wait <3  
Jun <3 : yay! I'll pick you up at around 4 on saturday ~

Based on the conversation in the chat above is talk about Jun who asked Nanda on a date to the aquarium on Saturday, Nanda who also likes Jun agreed. In this conversation, it can be said as intimate. Because throughout the discussion, one of the goals of intimate style is to express the feelings between the speaker, and it can be seen that Jun and Nanda both like each other. And one of the characteristics of intimate style is talk with lovers and The most informal ambience may be created by applying an intimate technique, which rapidly overcomes the distance and creates comfortable conversation.

##### **Data 9**

###### **In the apartment**

Nanda : Thank you, Hannie.  
Jeonghan : Of course, Nanda. Anything for you.

In this study conversation occurs when Nanda thanks Jeonghan while hugging him, Nanda thanks him because Jeonghan has always been a good friend in good and bad times. In this conversation Nanda spoke to the Jeonghan "thank you, Hannie". The word 'Hannie' is a call for Jeonghan, it is spoken by Nanda it show that how close their relationship they are. Likewise with Jeonghan who said "Of course, Nanda. Anything for you". Which shows a form of intimate intimacy between the two.

#### **Data 11**

##### **In the apartment doing video call**

Nanda : Hannie! My parents want to see your red hair.  
Jeonghan : Hi auntie and uncle! Happy New Year. Do you like my hair?  
Nanda's Mother : I'm honestly just surprised that you pull it off so well.  
Nanda : Of course Hannie can pull it off! He's one of the prettiest guys ever, I wouldn't be surprised if he were able to rock green hair. ( Nanda's Mother lets out a mischievous smile, and you raise an eyebrow at it.) What are you planning, mom?"  
Nanda's Mother : Since you think Jeonghan is so pretty, why aren't you dating him yet? .  
Nanda : I'll talk to you guys later! Jeonghan and I have to take our annual New Year's photo.  
Nanda's Mother : Bye Jeonghan! .  
Jeonghan : Nanda and I will try to visit soon! .  
Nanda's Mother : Yeah you better!.

The dialogue occurred in a normal situation in the apartment. In this conversation happened between Nanda, Jeonghan, and Nanda's parents via video call. They talk about Nanda's parents want to see Jeonghan red hair and Nanda comments praising Jeonghan that it suits her very well, then Nanda's parents tease Nanda by asking why Nanda isn't dating Jeonghan if she thinks Jeonghan is very handsome, Nanda feels Embarrassed by his mother's question, then she distracts her by saying they will take pictures for the New Year's photo so the call ends with Jeonghan saying he will visit Nanda's parents. So this utterance is categorized as intimate style based on martin joos theory happens in family relationship and the communication between Nanda and her mother describes an intimacy.

#### **Data 18**

##### **In the apartment the ending of story**

Jeonghan : I love you, Nanda.  
Nanda : I love you too, Jeonghan.

In this conversation, it is clear that the dialogue between someone who has a special relationship is clear. Where Jeonghan says the word "I love you" it is clear that the intimacy of the relationship between the two is clear, the author clearly identifies this as being in the intimate style category.

## **4. Conclusion**

The emphasis of this study is based on the research challenge. Is identified the sort of linguistic style that is discovered. The subject of investigation is an alternate world narrative created by the tumblr account viastro that under name "pacman." During the data analysis, the writer attempted to uncover utterances that were associated to language style. This data study discovered consultative, informal, and intimate language styles. Following the discussion in Chapter 4, the researcher analyzes the data using Martin Joos' linguistic style. The information comes from the story Pacman. This story describes the friendship between Jeonghan and Nanda that has existed for 8 years. However, at one point they made a pact not to fall in love with each other so that by having the code word "pacman" taken from yourname (Nanda) and Jeonghan's favorite game as children. But one day, Jeonghan broke their agreement, causing their friendship to crack.



In this thesis there are eighteen (18) data. The analysis is based on the five language styles using Martin Joos theory. They are frozen style (oratorical style), formal style (deliberative style), consultative style, casual style, and intimate style. And each style has been analyzed. And the conclusion is all of the styles occurred and used in the alternative universe story in tumblr. And the type of style is mostly dominated by casual style, which is 10 cases, this au story is a story of friendship between Jeonghan and yn (Nanda) where there are several love stories so many use informal and ingrammatical language. Then followed by intimate style as many as 6 cases, consultative style as many as 2 cases, frozen and formal style is 0 case. So it can be said to answer the purpose of this research is to find casual style as the most language style used in the story titled pacman by viastro. The relation between language and society can be seen in the relation of certain language forms that is called variation or style of language.

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