

## Language Style Found in Guillermo Del Toro's Pinocchio Movie (2022)

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### Abstract

This research, entitled "Language Style Found in Guillermo del Toro's Pinocchio Movie", aims to analyze the language styles and the factors contributing to the variance in the characters' speech styles within the film. The research employs a qualitative descriptive method, where data was collected through a thorough analysis of the movie, a meticulous examination of the movie script, and the subsequent identification of language styles and factors, based on the characters' dialogues. The analysis is framed within Joos's (1967) theory of language styles and Holmes's (2013) theory of language factors. These styles are noticeable based on speaker context, formality, audience, and conversation setting. The research findings highlight the use of five distinct language styles - frozen, formal, consultative, casual, and intimate - in the characters' dialogues. A variety of factors such as the participants in the conversation, the setting, the subject matter, and the function of the dialogue influenced these styles. Furthermore, the predominant language style in the movie is casual, comprising fifteen instances, while the frozen style is represented by only one occurrence. This research thus offers valuable insights into the complex interplay between language style and its influencing factors within the realm of film dialogue.

**Keywords:** *language style, movie, sociolinguistics*

## **INTRODUCTION**

Language is crucial in facilitating communication across various aspects of daily life. Within human interactions, language serves as the primary medium of communication, serving numerous purposes. Individuals utilize language to convey their ideas and thoughts to others practically. The term "style" pertains to how individuals choose to communicate or express themselves within a given context (Wibowo, 2022). When individuals engage in conversation, they exhibit different styles, even when discussing the same topic, implying that their speaking styles vary. The diverse styles employed by individuals aim to enhance understanding of the speaker's intent. People possess the ability to communicate in either a formal or informal style, contingent upon the specific context in which they find themselves. This phenomenon is referred to as language style.

Language style refers to the manner of speaking or writing that is shaped via deliberate and purposeful choices, systematic patterns, and the use of linguistic and non-linguistic elements. These choices are influenced by some factors such as the topic, situation, function, author's goal, and the content of the utterance (Missikova, 2003). In terms of linguistic variation, Joos (1967) posits the existence of five distinct language styles, namely; the frozen style, formal style, consultative style, casual style, and intimate style. Frozen style is a formal approach commonly employed in esteemed settings such as palaces, churches, mosques, state ceremonies, and other such occasions. Formal style refers to the manner of words employed in significant or solemn contexts. Consultative style is communication that frequently utilized in semiformal settings. Casual style is a conversational style used in relaxed or normal situations such as talking to close friends or family. Intimate style is usually occurred in conversation with lovers, family members and the closest friends. It can be concluded that the language style used by people depends on the context, situation, and where they are speaking.

Various language styles are visible in our everyday experiences and literary works, including drama, novels, and films. Watching movies is the best way to learn about language style. Maraden (2016) defines movie as a form of visual communication that uses sound and moving images to convey stories for entertainment. Actors give life to the dialogues provided in the movie screenplay, which they then recite to the audience in order to portray the characters' conversations.

In this modern era, advancements have been made in the field of media technology, but there have also been substantial transformations and changes in culture and society. There are also differences in how we use language in terms of grammar, vocabulary, and accent. English is a language that is always changing due to a variety of influences. The filmmaker's challenge is bringing the story up to date while still making sense for modern audiences.

*Guillermo del Toro's Pinocchio* movie is the object of this research. The investigation into language styles found in *Guillermo del Toro's Pinocchio* movie is interesting due to the film's intriguing nature. Analyzing language styles within movies, particularly this one, is imperative, primarily because of the diverse range of characters present. Each character brings forth their unique personality and background, thereby contributing to a various language styles throughout the narrative. Understanding the intricacies of language styles in this cinematic masterpiece not only enhances our appreciation of the film but also offers valuable insights into the complexities of human communication. Digging into the language dynamics within the movie provides a unique opportunity to explore how linguistic choices reflect character development, societal norms, and thematic elements within the storyline. By exploring the language styles employed in *Guillermo del Toro's Pinocchio*, the reader can uncover nuanced layers of meaning, shed light on the characters' motivations, and factors beyond the use of the certain style.

To contribute to the current research, several previous studies related to a similar topic have been reviewed. Resty (2018) conducted research examining the classification of language styles in the movie script *Frozen*. The results of her research revealed that the most prevalent style used in the movie was the casual style, which is fitting considering the movie's theme of friendship. Additionally, Hutaaruk, Sihombing, Lestari, and Hautahean (2022) focused on language styles found in interviews. They found that the most frequently used style in their research was also the casual style. This can be attributed to the semi-formal and informal nature of the interview situations.

Furthermore, Rahayu and Parmawati (2020) conducted research discussing language styles used in novels, specifically focusing on a teen lit novel. They found that the most commonly occurring style was the casual style. The finding highlights the importance of considering the target audience and genre when analyzing language styles. While these previous research studies share similarities with the current research in terms of the discussion about language styles proposed by

Martin Joos (1967), this research also explores the factors that influence the choice of styles used by the characters in *Guillermo del Toro's Pinocchio* movie, based on Holmes' (2013) theory. By incorporating these theoretical frameworks, this research aims to provide a comprehensive understanding of language styles in the context of this specific movie.

This research aims to explore the language styles used by the characters in *Guillermo del Toro's Pinocchio* and the underlying factors influencing their choices. This research aims to analyze the various types of language styles employed in the movie and investigate the motivations and influences that shape these linguistic choices. The research questions for this study can be formulated as follows: (1). What are the different types of language styles used by the characters in *Guillermo del Toro's Pinocchio*? (2). What factors influence the characters' language style in *Guillermo del Toro's Pinocchio*?

The novelty of this research lies in its specific focus on *Guillermo del Toro's Pinocchio*, exploring the language styles used by the characters and investigating the factors that influence their choices. The research offers a structured approach to understanding language variation in cinematic dialogue by incorporating theoretical frameworks.

## **RESEARCH METHOD**

In conducting this research, the right approach needs to be chosen. The researcher employed a qualitative approach since the data came from the script of *Guillermo del Toro's Pinocchio* movie. Because the result of this research is explanations in the form of words or sentences, a qualitative approach will be appropriate. According to Creswell (2014), the qualitative approach refers to a systematic method of inquiry into several methodological traditions, aiming to explore social or human issues.

The data in this research were taken from an American-Mexican-French animated musical fantasy the *Guillermo del Toro's Pinocchio* movie was officially released in selected theaters on November 9, 2022, and it started streaming on Netflix on December 9, for the movie transcript was taken from website.

In collecting the data, the researcher followed several steps. First, the researcher watched the movie multiple times to better understand the story. Next, the researcher downloaded the movie script from a website and carefully read through the transcript. During this process, the researcher outlined the important

dialogues. In the final step, the researcher identified the types of language styles used by each character based on Martin Joos' theory and examined the factors that influenced their language choices based on Holmes' theory. These steps were taken to analyze the language styles and understand the underlying motivations in Guillermo del Toro's *Pinocchio*.

The researcher analyzed the transcript from *Guillermo del Toro's Pinocchio movie*, identifying each dialogue transcript to discern the language styles employed in the utterances. The language styles were classified into five categories—Frozen, Formal, Consultative, Casual, and Intimate—based on Joos' (1967 in Chaer & Agustina, 2010) theory. The data were selected, analyzed, and categorized following this classification. Subsequently, the researcher investigated the factors influencing the language styles exhibited by the characters, drawing upon Holmes' (2013) theory. Finally, conclusions were drawn based on the findings of the data analysis. The following is the table plan of the language style analysis.

Table 1. Types and Factors of language style analysis

No	Types of Language style	Factors of language style	Frequency of the data

## RESULTS & DISCUSSION

The analysis of language styles in *Guillermo del Toro's Pinocchio* movie unveils a diverse range of linguistic expressions, from formal to intimate tones. This research digs into the dialogue dynamics, identifying prevalent language styles and their factors. Notably, while all styles—consultative, formal, intimate, and frozen—are observed, the casual style emerges as the most frequent, underscoring its essential role in character interactions.

The results of this research indicate the occurrence of all language styles in the movie: ten instances of consultative style, six instances of formal style, five intimate cases of style, and one instance of frozen style. The most frequently observed style in the movie is casual, with fifteen instances. The total number of instances found in this study is thirty-seven.

Table 2. The result of language style analysis

No.	Language Style	Frequency of Data
1	Frozen	1
2	Formal	6
3	Consultative	10
4	Casual	15
5	Intimate	5
<b>Total Data</b>		<b>37</b>

### 1. Frozen Style

According to Joos (1967), frozen style refers to the style that is employed in a highly respectful environment or on formal occasions. It is called frozen variety because the rules and patterns are established and unalterable. The analysis can be shown below:

#### Datum 1

Podesta: “And as with all great empires, the destiny of Italy will be forged in the strength of its youth. Today you get your first taste of war. You will form two teams! In the center of the battlefield is a tower. The first team to place their flag at the top of the tower, wins! And remember, no matter who is on the other team, they are 52 your enemy. May the best man win and bring glory to his team and honor to us all.”

Based on the data, Podesta addressed all the boys on the open battlefield in his role as chief magistrate. He conveyed crucial information such as, *“You will form two teams! In the center of the battlefield is a tower. The first team to place their flag at the top of the tower wins! And remember, no matter who is on the other team, they are your enemies. May the best man win and bring glory to his team and honor to us all.”* This indicates that Podesta's communication employed a frozen style, characterized by its highly formal language, not typically used in everyday conversation.

In the data above, Podesta delivered a speech characterized by lengthy and comprehensive sentences. The content of his discourse contributes to the frozen style, focusing on the glory of the country and featuring one-way communication, where there is no feedback from the audience. This formal style was employed in an esteemed military setting, specifically within an elite military project.

Consequently, the data is categorized as frozen style due to the impact of the setting, participants, and function. The formal setting took place at a military academy, evident when Podesta addressed the students, who attentively listened to his speech. Furthermore, the participants played a role in adopting this style, as Podesta spoke in his capacity as chief magistrate. The primary function of his speech was to elucidate the rules of the game.

## 2. Formal Style

Joos (1967) notes that formal style, characterized by grammatical correctness and simplicity, is employed in critical situations. It serves the purpose of providing background information, especially when addressing individuals with high positions and ranks. This style ensures clarity and precision in communication.

### Datum 2

- Town Priest : **“We are here to talk about the incident at the church today. The community was startled by your creation.”**
- Podesta : **“As Podesta, I must ensure that this “puppet” of yours poses no threat to our community?”**
- Geppetto : “Oh no no, nothing like that”
- Town Priest : “Podesta watches over the town’s moral well being, you understand? His authority cannot be questioned.”
- Podesta : “That’s right, and I won’t be mocked”
- Geppetto : “I will do just as you wish. You have my word.”

This conversation happens in Geppetto’s house when Town Priest and Podesta came to talk about the community who were surprised because Pinocchio, leading them to reject his presence. In the dialogue mentioned, the Town Priest's statement, *“We are here to talk about the incident at the church today. Your creation started the community,”* is categorized as formal style, evident in his careful use of clear pronunciation and intonation. Podesta's subsequent utterance, *“As Podesta, I must ensure that this puppet of yours poses no threat to our community,”* similarly exhibits formal style. Podesta strategically emphasizes his position to convey authority and responsibility within the city, employing pronunciation stress and firm intonation. This deliberate communication was prompted by the significance of the situation, highlighting the importance of the dialogue in addressing potential concerns about Pinocchio's impact on the community.

The factors influencing the use of this style included setting, participants, topic, and function. The setting is in Geppetto's house, with participants including Geppetto, a woodworker; Podesta, a minor official in an Italian town; and the Town Priest, an authority figure in religious ceremonies. Podesta and the Town Priest hold higher positions than Geppetto, resulting in their use of language styles appropriate for the circumstances. Moreover, the conversation's topic revolved around Pinocchio and serious community problems, with the purpose of clarifying these issues.

### **Datum 3**

- Podesta : **"Listen up. They are reporting hostiles plane in the area. But we will carry on with the exercises tomorrow. Anyone here afraid of the enemy?"**
- Boys : **"No, Sir"**
- Podesta : **"Good. You may be boys, but you have the hearts of men. Tomorrow, your train for the glory of Italy! Tomorrow, you will make your fatherland proud".**

The conversation above happened in military academy. The boys were attentively seated in their beds. The Podesta addresses the youth as he proceeds along the line of beds. He said *"Listen up. They are reporting hostiles plane in the area. But we will carry on with the exercises tomorrow. Anyone here afraid of the enemy?"* This sentence is classified into formal style because Podesta used the complete form in the sentence structure and the students' responses *"No sir"* is classified as formal style because they are using a formal form to address someone with a higher degree and indicate that there is a distance between them especially in terms of age or occupation. This dialogue also explains that the situation is serious because the character used motivation in the sentence *"Good. You may be boys, but you have the hearts of men. Tomorrow, your train for the glory of Italy! Tomorrow, you will make your fatherland proud"* which explains the spirit of the soldier to war. From utterance of the data above the content of the announcement contributes to the data becoming a formal style, because it is designed to inform something and is used in important or serious situations.



Language factors such as the setting, the topic and the function, were indicated to influence formality in this data. The setting of this conversation in Youth Camp Dormatory. Besides, the topic is about preparation to become a war soldier and the function is, to motivate all the youth who join the war

### 3. Consultative Style

The listener's feedback is essential for this style, and the structure of the sentences is another aspect of this style, Joos (1967). Although each expression contains a subject and a predicate, some jargon expressions are non-standard because the consultative approach is commonly utilized in semiformal contexts. The analysis can be shown below

#### Datum 4

- Count Volpe : "Ahhh, we have found him! Look, Spazzatura! Our miracle!"  
Pinocchio : **"Hey, watch it!"**  
Count Volpe : **"Our Sensation! Our star!"** Pinocchio: **"Who? Me?"**  
Count Volpe : **"Yes! I am Count Volpe! You have been chosen!** Come partake in the fun, fanciful, carefree carnival life as the star of my puppet show!".

Pinocchio ran excitedly through the town on his way to school. However, Volpe and Spazzatura came over to him, and they came to greet Pinocchio. From the dialogue above, Count Volpe's utterance "*Our Sensation, Our Star!*" is classified into consultative style because he uses interjection and shows semiformal condition. Pinocchio replied Count Volpe utterance with short responses such as "*Hey, watch it!*" and "*Who? Me?*" it is also referred as consultative language style due to the characteristics, while one person is speaking, others offer brief responses.

The participants, and functions influenced the use of consultative style. The two participants were strangers. It was demonstrated when Count Volpe introduced himself, he said "*Yes! I am Count Volpe! You have been chosen!*". Surely, they were not close friends. Then, the aim of this conversation can be seen from Count Volpe utterance "*Come partake in the fun, fanciful, carefree carnival life as the star of my puppet show*" He wants to get more attention from Pinocchio and persuade him to join his carnival shows.

#### Datum 5

- Pinocchio : "Good morning, Papa!"  
Geppetto : "Aaargghhh... What is this? What kind of sorcery?"

- Pinocchio : “You wanted me to live, you asked for me to live”  
Geppetto : “**Who...who are you?**”  
Pinocchio : “My name is Pinocchio! I’m your son”  
Geppetto : “**You’re not my son! Don’t come near me!**”

The conversation happened in the morning. Geppetto heard something and saw something living in the attic. Looking at the utterance of the data above, this conversation was classified as consultative style. Geppetto’s utterance “*You’re not my son! Don’t come near me!*” is classified into consultative style because he uses abbreviations such as shortening the word’s You’re and Don’t short of You are and do not.

The participants, setting, and topic were language factors that affected this data as consultative language style. This conversation occurred at home, a less formal setting, and the situation was described as informal. In addition, the participants influenced the use of consultative style because they were strangers to one another. This can be seen when Geppetto displays a confused expression and asked to *Pinocchio* “*Who... who are you?*”. Obviously, they did not have an intimate relationship. Furthermore, the topic of this conversation was about Pinocchio’s desire to introduce himself as Geppetto’s son

#### 4. Casual Style

Based on Joos theory, Casual style is used in relaxed situations, the characteristic of this style is unstructured, in speech tend to use share information frequently or shared assumptions (slang). Below is example of the casual style.

##### Datum 6

- Carlo : “What is it you’re making this time, Papa?”  
Geppetto : “**Guess**”  
Carlo : “A soldier? A magician? A witch?”  
Geppetto : “**No, no, no, no, no, no, no! You’ll have to wait and see, Carlo. All good things require patience!**”

The conversation above happened at home between Geppetto and Carlo when Geppetto was sculpting a statue, Geppetto used simple language, it can be seen from his utterance “*Guess*”. They engaged in informal interactions. Moreover, this data can be termed as casual style because Geppetto used repetition by saying “*No, no, no, no, no, no, no! you’ll have to wait and see, Carlo. All good things require patience*” to answer Carlo’s question.

Geppetto and Carlo were father and son; this conversation was considered to be casual style. This data also supported the social factors that affected the use of casual style, because the setting of the scene shown takes place in their house. As in Holmes' theory setting and participants were factors that influenced language variations choice.

#### **Datum 7**

- Pinocchio : **"Wow!! What's all this?"**  
Candlewick : "The Elite Military Project for special, PATRIOTIC youth!"  
Pinocchio : "What's an elite?"  
Candlewick. : "We are! Hehe, we're gonna learn to be elite soldiers!"  
Candlewick. : **"Haha! You're funny"**

This dialogue between Pinocchio and Candlewick took place at the Youth Camp. They are look at each other, both were surprised, and is counted as casual style because in their conversation full of jokes and two speakers used interjection such as *"Wow! what's all this?"* and *"Haha! you're funny"*. Candlewick also used abbreviation to communicate with Pinocchio; he said *"We're gonna learn to be elite soldiers"*. *"Gonna"* is short of going to and *We're* is we are. This dialogue usually happened when people already know each other and use informal language. As in Joos theory, types of casual conversation are opinion, joke telling, chat, gossip, narrative and anecdotes.

Based on Holmes' theory, the participants and the functions influenced the use of casual style. The participants were Pinocchio and Candlewick, and both of them had close relationships as friends. In addition, this conversation aims to tell Pinocchio about the elite military project.

### **5. Intimate Style**

Joos (1967) defines the intimate style, which is predominantly employed among couples, close friends, and family members. This style is characterized by the utilization of non-standard forms and language that suggest a deep connection. Furthermore, speakers often reveal their inner thoughts and feelings through their choice of words. An illustration of the intimate style is provided below.

According to Joos (1967), couples, close friends, and family members primarily use the intimate style. This style is characterized by the use of non-standard forms and words that imply a close relationship. What sets the intimate style apart is the speaker's tendency to express their inner self through their choice

of vocabulary. Here is an example of the intimate style: "Hey, babe! How's your day going? I miss you so much. Can't wait to see your beautiful face tonight. Love you to the moon and back!" In this example, the intimate style is evident through the use of endearing terms like "babe" and the expression of affection and longing. The language reflects a deep connection and familiarity between the speaker and the recipient.

#### **Datum 8**

- Geppetto : "And the old witch warned the hedgehog, "do not tell lies, or your nose will grow and grow up to here!"
- Carlo : "His nose would grow?"
- Geppetto : "Lies, **my dear boy**, are found out immediately because they are like long noses, visible to all but the teller of lie. And the more you lie... the more it grows"

The data above showed that Geppetto reads fairy tale to Carlo. Carlo's eyes glisten with enthusiasm, remaining fully involved in the story. The conversation took place in Geppetto's bedroom. The dialogue between Geppetto and his son above, included the intimate style, because, their dialogue describes the close relationship. It can be seen from Geppetto's utterance "Lies, my dear boy" by saying "my dear boy" proves that he treats his son as someone he cares about. As in Joo's theory, the characteristic of intimate style usually used the intimate label such as dear, darling, honey, or other nicknames that might be used in this situation. Furthermore, the conversation occurred in informal situation.

This data was categorized as intimate style because influenced by language factors such as the setting and the participants. The setting of this conversation was at night in Geppetto's bedroom. Thus, the conversation is categorized as intimate style, as it revolves around the familial bond between Geppetto and Carlo, where Geppetto assumes the role of a father figure and Carlo as his son.

#### **Datum 9**

- Geppetto : "Pinocchio- my child, I was trying to make you someone you were not. So don't be Carlo or anyone else! Be exactly who you are! **I love you exactly as you are...**"
- Pinocchio : "Then I will be Pinocchio! And you will be my Papa! Will that do?"
- Geppetto : "That will do"
- Sebastian : "Oh- life such a wonderful gift!"

In this situation, Geppetto and Pinocchio had been washed up on shore. Pinocchio almost died, but was helped by the wood sprite, he was brought back to

life. The dialogue above is indicated as an intimate language style because the dialogue occurred privately eye to eye. Geppetto's utterance shows his regret "*Pinocchio- my child, I was trying to make you someone you were not. So don't be Carlo or anyone else! Be exactly who you are! I love you exactly as you are I love you, exactly as you are*" but at the same time, his statement explains that he loves Pinocchio just the way he is. Furthermore, Sebastian's utterance described the situation by saying "*Oh- life such a wonderful gift!*" to expressed his happiness. So, this data categorized as intimate style according to Joo's theory.

The language factors that influenced this data, which was categorized as an intimate style, were the setting, the participants, and the functions. The setting was on the beach. The participants of the conversations were Geppetto, Pinocchio, and Sebastian, he has a very close relationship with Geppetto and Pinocchio. In addition, the data classified into intimate style because the function was to expressed Geppetto's affection.

## **CONCLUSION**

Based on the data findings and the data analysis above, there are five language styles used by all characters found in *Guillermo del Toro's Pinocchio* movie. The analysis was based on Martin Joos' theory, which includes frozen, formal, intimate, casual, and consultative styles, and all of which have been analyzed. The researcher concludes that all of these styles occurred and were used in the movie. The most frequently appearing style in the movie was the casual style, attributed to the close relationship between Geppetto and Pinocchio, depicted as father and son.

The researcher also found the language factor that affected all the characters speak in different style in the *Guillermo del Toro's Pinocchio* movie. Language factors that influenced differences in the use of language styles were participants, settings, topic, and function. The participants were the most influential factor in the use of language style because they were the simplest factor to analyze. In addition, participants are also significant in influencing the choice of language style because these factors also influence the choice of language style used.

The researcher would like to provide some recommendations for future researchers on language style. First, future researchers can investigate language style in other film genres such as comedy, action, horror, fantasy, thriller, etc. Secondly, other researchers may analyze language styles using theories other than Martin Joos' theory, such as Nababan's and Kleason's. Thirdly, next researchers

might investigate language styles in various topics, such as the utilization of language styles by content creators on social media platforms, analyzing the language styles used by public figures on Twitter, or examining language styles in podcasts and interviews.

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