

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Movie is one of the literature products that can be used to find the message delivered through the story. Some movies come from literary novels to depict the imagination built from a written literature. Movie represents how society works nowadays in the background year of the setting movie. Literature is made from many habits and cultures near the author's social life. The conversation spoken by the characters can depict the language that people use to communicate.

The Hating Game is an American rom-com movie released on December 10, 2021. This movie is an adaptation of a novel by the USA Best-Selling Author, Sally Thorne. The novel got rated 3.9/5 in GoodReads and was nominated for the best romcom novel in 2016. This novel's popularity increased as the products were distributed in more than 25 countries. After several years, this novel got adapted into a movie in 2021 by Vertical Entertainment. The Hating Game movie was directed by Peter Hutchings and starred by Lucy Hale as Lucy Hutton.

The story starts with Lucy, who has a problem with Josh about their business, yet they fall in love in the end. Lucy is a personal assistant in a literary book publishing company, and Josh is a personal assistant from a non-literary book publisher. These two companies merged and collaborated, then the

promotions were held for the two assistants, Lucy and Josh. They were both fighting over each other because of their ambitions to get a position from the promotion. However, Lucy's effort seems a little hard because she has to fight the sexist opinions raised by Josh's boss. Josh's boss thinks that women like Lucy will not be good as a leader because women are creatures that use feelings. Josh's character is described as cynical and quiet, but he also has a friendly and flexible side. On the other hand, Lucy is portrayed as a character full of ambition and intelligence in fighting for her rights. Lucy's character can be examined from a language and gender perspective to find her language features.

'Language and Gender' is a comparatively new discipline in modern linguistics. However, since the 17th century, some researchers have been researching the variety of male and female languages. According to Holmes (2013: 159), women are more linguistically polite than men are, and both genders prioritize certain speech functions. Uniquely women share differences that could be checked in their dialogue. Men are tending to talk confidently and masculinely, but when it comes to women, they speak softer and calmer than a man. One way to learn a female and male language is by examining the language she uses to communicate.

Gender is a different trait or characteristic that distinguishes how people behave. The concept of gender is essential for expressing boundaries and subordination between women and men, where gender can change according to the environment or things surrounding them. Many things can affect gender change, such as class, age, environment, imitation, political status, occupation.

Eckert (2003:10) defines *gender* as the distinction between the socially prescribed social duties, obligations, and tasks that apply to men and women. Gender is the process of establishing how men and women must behave and play a role in line with the social, cultural, and political norms of the environment in which they live. Not everyone is born with this, but what matters is what it represents.

## **1.2 RESEARCH PROBLEM**

Based on the background above, the research questions raised in this study are as follows:

1. What are the characteristics of Lucy Hutton's language; does she use the language having the features used by a man or a woman?
2. What are the factors affecting the Lucy in using the language with certain characteristics?

## **1.3 OBJECTIVES OF THE STUDY**

Based on the research questions above, the purposes raised in this study are as follows:

1. To show the characteristics of Lucy Hutton's language, and how she uses the language having the features used by a man or a woman.
2. To describe the factors affecting the Lucy in using the language with certain characteristics.

### **1.3 PREVIOUS STUDIES**

Several studies have investigated women's language by applying Lakoff's theory in movies, yet no research discusses the same object as 'The Hating Game' Movie.

Aini (2016) investigated the women's language of the main character in Mockingjay movie. This paper researched the women's language features to the male character. Aini used descriptive qualitative methods to show some results by using Lakoff's theory, the type of woman language used by the main characters Katniss (Woman) and Peeta (Man). Aini found that Katniss uses 6 types of women's language, which are tag question, hedges, precise discrimination, super polite form, intensifier, and rising intonation. Besides, Aini also found that Peeta uses 6 types of women's language that are emphatic stress, rising intonation, super polite form, intensifier, lexical hedges, and tag question.

The second study is a thesis by Murti (2018) discussing Mia's women's language in The Princess Diaries movie. Murti used Lakoff's theory to find women's language and Pearson's theory to find the purpose of every utterance. This paper used an observation checklist to fulfill the investigation result. Moreover, the writer of this thesis investigated the purpose of Mia's women's language using Pearson's theory. In her final statement, the use of color terms and avoidance of strong swear words did not appear in the movie. Mia's purpose in her utterances are various, and all are found in every women's language analysis.

Next is a thesis held by Retiningrum (2020); by taking data from a famous movie entitled 'To All the Boys I've Loved Before', the writer gains the data to find the women's language. Retiningrum used Lakoff's women's language in the research and used Holmes's theory to find the function of Lara Jean's women's language in their findings. In the last chapter, Retiningrum explained that all the women's languages in Lara Jean's utterances were found except the use of color terms because Lara Jean is not a fashionable person based on her character.

The fourth thesis was brought up by Fauziah (2020). The writer only used one leading theory from Lakoff about women's language and used Mary Queen of Scots movie. This thesis used the descriptive-qualitative method and random sampling to gain the data. In the last chapter, Fauziah explained that only nine appeared in this research from ten women's languages, except for the use of color terms. Fauziah concluded that in her investigation, the character intended to show a softened politeness in the utterances.

Safitri (2022) wrote her thesis about the inaccuracy of male and female language features in Suicide Squad movie. This thesis discussed the inaccuracy in the use of man and women language, and Coates (1986) theory was applied in this thesis. The author presented the thesis using descriptive-qualitative method, and the data collection used observation, documentation, and note-taking. The final results of language characteristics found that men use hedges (12%), questions and tag questions (25%), and compliments and minimal response (19%). The results of the women's language found in both swearing taboo language and directive commands were (50%).

Arsyi (2020) wrote her undergraduate thesis about women's language from three people in some Marvel movies. Arsyi aimed to find the women's and men's language from Lakoff's, the function of the women's language from Pearson's, and the influence factor from Qi Pan. Arsyi compared the result of each character and explained that the social factor influenced the result of one person. However, any written theory from Qi Pan did not influence the two others. It is clear from this study that heroine characters continued to exploit feminine traits. Despite being as rugged and robust as male heroes, they still retain feminine characteristics and use male language in their speech. The purpose and element that shaped their features also affect how they expressed their ideas.

The next study is a journal was written by Sudewi and Sedeng (2018), with a topic about women's language from the woman's character in the 'How to Be Single' movie. They investigated women's language by using Lakoff's theory. Their journal was only limited to the women's language and described the data using the descriptive-qualitative method and documentation method to gather all data. As a result, they found that the utterance was intended to avoid expressing a tangible expression and politeness.

The subsequent previous study is Rahmawati (2019) writing a journal on woman's language features, type, and function in Furlough Movie. Rahmawati used the documentation and descriptive-qualitative method. The author counted the type and presented it on a percentage table using Lakoff's and Pearson's theories. In conclusion, Rahmawati found nine women's language features, except

the use of colour terms. Expressing feelings is the most used function that appeared in her research.

Anjani and Setiawan (2019) wrote their journal about women's language from the main character in Wonder Woman Movie. This journal aimed to find the women's language by Lakoff in every female character who appeared in the movie. Moreover, they also aimed to find the reason and the impact of every utterance by using Holmes's theory from the results written that out of the ten categories, eight are used by the female characters. According to this study, there are three key reasons female characters choose to employ feminine language. These included status consciousness, subordinate groups, and society's guardian.

Itmeizeh (2017) discussed women and how gender roles could evolve in some Disney movies. This study aimed to find the gender stereotypes of the female character by analyzing the women's language. This study focused on the male and female gender stereotypes, and the woman's language supported the content analysis. This study involved observation to gain the data. The findings indicated that males and females used the women's language equally. The final results presented that Disney had developed to give a new and fresh stereotype about females after the movies were compared.

Valiantien, Juwita, and Sunggingwati (2018) held research about the difference in the use of man's and women's language in The Devil Prada movie. This research applied Coates's (2013) and Lakoff's (1973) theories, and this thesis was presented using a descriptive qualitative method. The final result was that the character in The Devil Prada movie spoke some man's language features such as

minimal response, questions, swearing taboo words, and directive commands. The women's language also showed super polite forms, lexical hedges or fillers, intensifiers, empty adjectives, tag questions, precise color terms, and avoidance of strong swear words.

In terms of the theory, this research paper closely resembles Valiantien, Juwita, and Sunggingwati's (2018) thesis using Coates's and Lakoff's theory on language features. The novelty is on the analysis of the factors in the use of woman's language from Lucy Hutton in *The Hating Game* movie. In addition, this study applied Coates's theory merged with Lakoff's theory.

#### **1.4 SCOPE OF THE STUDY**

The scope in this investigation is Language and Gender and it is limited to Lucy Hutton's language used in *The Hating Game* movie which was released in 2021 by Sally Thorne.

#### **1.5 WRITING ORGANIZATION**

This thesis is divided to four chapters, as follows:

##### **CHAPTER 1 : INTRODUCTION**

This chapter presents background of the study, research question, purpose of the study, scope of the study, significance of the study, previous studies, and writing organization.

##### **CHAPTER 2 : THEORETICAL FRAMEWORK AND RESEARCH METHODS**



This chapter elaborates the theory used about women's language feature from Lakoff (2004), men's language feature from Coates (2013), the factors influencing gendered language by Eckert (2003). This chapter also describes the research methods used which are divided into data and data sources, types of research, method of collecting data, and method of analysing data.

#### CHAPTER 3 : DISCUSSION

This chapter discusses results and discussion.

#### CHAPTER 4 : CONCLUSION

This chapter tells about the conclusion of this thesis and suggestion for future research.

