

ABSTRACT

People use different language styles depending on the context, participants, and goals of the conversation. In *Mean Girls* (2024), Regina George shows a unique stylistic choice by frequently using a casual style. However, previous studies have rarely explored how Regina's language style implies her characterization. This thesis aims to analyze Regina's language style, the social factors influencing it, and how her characterization is implied through stylistic patterns. The theory of language style by Joos (1967) was combined with Holmes' (2013) social factors to carry out the analysis. A descriptive qualitative approach was employed through observational and distributional methods. The results show that out of 45 utterances, Regina uses casual (38 data), consultative (4 data), and intimate (3 data) styles. Her stylistic choice is influenced by social factors, including participant, function, setting, and topic, with varying degrees of influence. Regina's language style reflects her manipulative, dominant, and selective character, consistent with her characterization found in previous studies.

Keywords: characterization, language style, *Mean Girls*, social factors.