

2. REVIEW OF RELATED LITERATURE

As the writer has stated, in this thesis, she discusses the language style theory to be used for the analysis of the little story of the party theme in sweet 17th birthday invitation card designed by Sayogo Enterprises. Thus, in this chapter, she presents basic understanding of language style theory.

2.1 The Concept of Style

Style, according to Leech and Short (1981), refers to the way in which a given person uses language in a given context, for a given purpose and so on. Style is also the results from a tendency of a speaker or writer to consistently choose certain structures over other available in the language. (Traugott & Pratt; 1980). Style, here, concerns more with the characteristic choices in a given context. It is called a style if the writer has a certain pattern of structure that can make the reader know what the writer's style is. A writer will have a certain style in using the language, and this style will distinguish his works from others. In other words, the use of the style will make the writer differ from other writers in using the language. Traugott and Pratt (1980) give a clear definition of style and this theory is appropriate to be applied in this discussion, because the writer notices that there is a tendency of certain pattern used in Sweet 17th birthday invitation card designed by Sayogo Enterprises.

Linguists, Crystal and Davy (1969) say that, "Style is as an analysis of language habits to identify the use of linguistic features, to explain why these features have been used and to categorize them. This theory supports Traugott and Pratt's theory. This theory says that the writer has a habit in using linguistic features of a language. Linguistic features talks about a particular word, part of words, sequence of words, or way of uttering a word. This theory says that because it is a habit, the writer will use those linguistic features consistently that will make us be able to search more, to find the answer why these features are used and to put them in several

categories. Keraf (1984) says that style as the way to express someone's mind or idea through language typically which shows the characteristics of the writer.

2.2 Theory of Language Style

According to Keraf (1984), language style can be differentiated in four classifications. Those are language style based on diction, based on tone of reading content, based on sentence structure, and based on meaning, whether it is direct or indirect. Yet, the writer will not discuss language style based on diction and tone of reading content because those are not appropriate to analyze the written language on sweet 17th birthday invitation card designed by Sayogo Enterprises. Language style based on diction discusses which words are appropriate to put in a certain position of a sentence. Here, this style discusses the three kinds of style. They are formal, informal and spoken style. However, all the invitations designed by Sayogo use formal style because it is for formal situations, so it needs no analysis. In addition, style based on tone requires the sense of hearing. This style views a style using different instrument. It needs living addressers. Therefore, style based on diction and tone are excluded. Yet, the other two aspects (linguistic based on sentence structure and linguistic style based on meaning) are used to analyze the data from different points of view. Thus, it makes the discussion very critical and easy to understand.

2.2.1 Language Style based on Sentence Structure

Keraf (1984) said that style based on sentence structure is a linguistic style that-* concerns with where an important element of a sentence is put in the sentence. Different structure has different implications. The position of an important element shows that part of the sentence is stressed or has an important idea to be shared. For example, a periodic sentence put the important element at the end of the sentence. Thus, on periodic style, a sentence raises gradually from the unimportant point to the important one. It can be said that the position of an important element is very

important in a sentence whether it is put in front, in the middle, or at the end of a sentence. According to Keraf, this style has five linguistics styles.

Those are:

- Climax

Climax style is the same as periodic style. It is a kind of language style, which contains ideas in an order from the least important to the most important one. The importance is periodically raised. The idea is in a sequence, from the least important to the most important. For example:

“Kesengsaraan membuahakan kesabaran, kesabaran pengalaman, dan pengalaman harapan.”

[“ A misery will produce a patience, a patience anexperience, and an experience an expectancy.”]

The example above shows that the elements are put from the least important to the important one (Patience → Experience → Expectancy).

- Anti-climax

Anti-climax is the reversion of climax style. This style puts the idea in an order from the most important to the least important one. Keraf (1984) divides this style into three sub-styles. These are Decrement, Katabasis, and Bathos. Decrement is an anti-climax, which puts or adds a less important idea toward the important idea in a sentence. For example:

“Kita hanya dapat merasakan betapa besarnya perubahan dari bahasa Melayu ke Bahasa Indonesia, apabila kita mengikuti pertukaran pikiran, polemik, dan pertentangan yang berlaku sekitar bahasa Indonesia dalam empat puluh tahun ini antara pihak guru sekolah lama dengan angkatan penulis baru sekitar tahun tiga puluhan, antara pihak guru dengan pihak kaum jurnalis yang masih terdengar gemanya dalam Kongras Bahasa Indonesia dalam tahun 1954.”

[“ We could only feel of how big the changes from Malay to Indonesian language, if we follow the exchange of thought, polemic, and controversy that have occurred on Indonesian language in the past 40 years between the

conservative school's teacher and the new journalist generation around 30's, between the teachers side with journalist that the sound still can be heard in Indonesian Language Congress in 1954."]

That example shows that the least important idea is as an explanation or addition to explain the important one. The second sub-style is Katabasis. This style put a number of ideas in a sequence from the most important gradually to the less important. For example:

“Ketua pengadilan negeri itu adalah seorang yang kaya, pendiam, dan tidak terkenal namanya.”

[“The chief of the state court is a rich man, a silent person, and his name is unknown.”]

The next one is Bathos. The idea directly goes to the least important idea. It is not gradually like the Katabasis. For example:

“Engkaulah raja yang maha kuasa didaerah ini, seorang hamba yang pengecut dari tuanmu yang pemurah.”

[“You are a powerful king in this territory, a coward servant from your merciful lord.”]

- **Parallelism**

Parallelism is a style that tries to equalize the construction of a sentence, putting the important idea in an equal position. This style makes the sentence have an equal sentence structure. Sometimes, the sentence consists of main clause and sub-clause attached to the main clause. For example:

“Baik golongan yang tinggi maupun golongan yang rendah, harus diadili kalau bersalah.”

[“Either people from high class or those from lower class must be brought to court if they do wrongdoings.”]

- **Antithesis**

In Antithesis, ideas can be confronted in a sentence. Within this style the writer has two confronted words or group of words. For example:

“Mereka sudah kehilangan banyak harta bendanya, tetapi mereka juga telah banyak memperoleh keuntungan daripadanya.”

[“They have lost lots of their properties, however they have also gained many benefits from it.”]

▪ Repetition Style

It is when there is a part of sentence is being repeated. Those parts can be sounds, syllables, words, or part of sentence. The purpose of this repetition is to stress what is important in a context. The repetition style is divided into eight sub-styles;

1. Epyzeuksis: a direct repetition, for example:

“Kita harus bekerja, bekerja, sekali lagi bekerja untuk mengejar semua ketinggalan kita”

[“We have to work, work, and work.....”]

2. Tautotes: a word repetition in one construction. For example:

“Kau menuding aku, aku menuding engkau, kau dan aku menjadi seteru.”

[“You accuse me, I accuse you, you and me become an enemy.”]

3. Anaphora: the repetition of the first words in each line in a sentence. For example:

“Bahasa yang baku pertama-tama berperan sebagai pemersatu. Bahasa yang baku akan mengurangi perbedaan variasi.....”

[“Standard language, firstly, functions to unity. Standard language will reduce variation.....”]

4. Epystrophe: the repetition of the last word. For example:

“Bumi yang kau diami, laut yang kau layari adalah puisi.

Udara yang kau hirupi, air yang kau teguki adalah puisi.”

[“The earth where you live, the sea where you sail on is a poem.

The air that you take for breathing, the water that you drink is a poem.”]

5. Symploce: the combination of anaphora and epystrophe.

For example:

“Kamu bilang hidup ini brengsek. Aku bilang biarin.

Kamu bilang hidup ini nggak punya arti. Aku bilang biarin.

[“You said that this life is useless. I said “I don’t care”.]

[“You said that this life has no meaning. I said “I don’t care”.]

6. Mesodiplosis: the repetition on the middle of a sentence in sequence. For example:

“Pegawai kecil jangan mencuri kertas karbon. Babu-babu jangan mencuri tulang-tulang ayam goreng.”

[“Small employees must not steal carbon paper. Maids must not steal fried chicken bones.”]

7. Epanallepsis: when the last word of a sentence repeats the first part.

“Berceritalah padaku, ya malam, berceritalah.”

[“Tell me a story, yes night, tell me.”]

8. Anadiplosis (the last word or phrase becomes the first word or phrase in the next clause or sentence). For example:

“Dalam baju ada aku, dalam aku ada hati.”

[“Inside clothes there is me, inside me there is a heart.”]

2.2.2 Language Style based on Meaning

According to Keraf (1984), style based on meaning is a language style which measures the directness or indirectness of the meaning, whether the meaning has a denotative meaning, connotative meaning, or another beyond line meaning. The meaning of a sentence which the reader can grasp is very important. The reader will get the message if they know the meaning in the sentence. Misinterpretation of meaning makes the writer fail to deliver the idea he wants to say. This language style notices that there is a style in meaning in a sentence. A sentence will have a style if it is out of the line of the usual language. It can be spelling, words formation, constructions or an application of a term to get several effects such as understanding, stressing, ornaments, humor (Keraf; 1984). Keraf also classifies this style into two different styles. The first is Rhetorical style and Metaphorical style is the second one. Metaphorical style has something more than the rhetorical style especially in its

meaning. Each style has several sub-styles. Some of the definitions and examples are taken from Structure Language and Style's book (W. Ross Winterowd; 1969).

Rhetorical Style consists of:

1. Alliteration : Repetition of the initial sound or letter of successive words.
For example: a *l*ovely *l*ake *l*ying in the valley
2. Assonance : Repetition of the same vowel.
3. Anastrophe : Reversion of word order in a sentence.
4. Apophasis : Pretending that one will not mention a subject, and in the act of pretending, introducing the subject anyway. For example: I won't even speak of the time that he deserted his wife and children.
5. Apostrophe : Take the conversation to something absent
6. Asyndeton : No conjunction sentence construction. For example: the river roared down a canyon, it eddied into a calm pool, the salmon jumped, the ruffed grouse drummed its startling tattoo.
7. Polysyndeton : Construct words, phrases or clauses using conjunctions. The reversion of asyndeton.
8. Chiasmus : Reversing the order of terms in adjacent clauses. For example: Ask not what your country can do for you, ask what you can do for your country.
9. Ellipsis : Leave out an aspect in a sentence and let the reader think of it by himself.
10. Euphemism : "Softened" expression used to avoid the unpleasant connotation of the words or phrases that they replace. For example: the word "die" becomes "pass away"; "toilet" becomes "rest room"
11. Litotes : Understating for the sake of emphasis. For example: Yes, Einstein was a fairly bright man.
12. Hysteron Proteron : Reversion of something logical or normal
13. Pleonasm : Using word more than it is needed. If we get rid of the word, the meaning stay still.

- Tautology : Using words more than it is needed. Here, the words repeat another word
14. Periphrasi : Using words more than it is needed. The words can be replaced with only one word.
15. Prollepsis : Using a word before that thing really occurs.
16. Erothesis / Rhetorical question : Posing a question that is not answered, but to which the audience knows the answer. For example: Shall law and order completely break down?
17. Syllepsis : Using two construction, relate a word with two other words, and the construction is grammatically right but not semantically.
- Zeugma : Using a word to govern two or more other words, with only one of which it makes literal sense. For example: They brought gifts and adulation
18. Epanorthosis : A style, which is stated an idea but correct it later on.
19. Overstatement / Hyperbole : Overstating for the sake of emphasis. For example: The jet roared away as fast as lightning.
20. Paradox : Contain a real contradiction with the available fact.
21. Oxymoron : Trying to construct the words to create a contradiction words in the same phrase

Metaphorical Style consists of:

1. Metaphor : Saying something in terms of something else. For example: she is the *rose of the village*.
 2. Simile : An explicit comparison. Similes are like metaphors, except that the simile uses *like* or *as*. For example, she was like a rose; He was as brave as a lion.
 3. Allegory : A short story which contains metaphora.
- Parable : A short story which usually take human as character and contains moral theme
- Fable : Animal world's story. Animal or unloving thing act like a man.

4. Personification: Describing unliving things to pretend to have human characters. For example: The star walks in the sky.
5. Allusion : An explicit or implicit reference toward circumstances characters, or places in real life.
6. Eponym : Using someone name that is usually explain a definite character.
7. Epitet : Talk about a character or special identity from someone or something.
8. Synecdoche totum pro toto : A figurative long which is using a part of a thing to explain the whole thing.
Synecdoche totum pro parte : Using the whole thing to explain some part.
9. Metonymy : Metaphorically substituting a related thought or item for the idea or thing itself. For example: The chair recognizes the speaker.
10. Antonomasia : Using an epithet, usually with ironic intent. For example: The blow-hard; The sorehead.
11. Hypallage : Using a certain word to explain a word which is supposed to be attached to any other word.
12. Irony : Saying one thing but means another. Denying the real meaning. For example: She's really a doll (of the least desirable girl on campus)
Cynicism : Insult the sincerity, more than irony.
Sarcasm : More than irony and sinism. It contains heart bitterness.
13. Satire : A statement which is laughing at or rejecting something.
14. Innuendo : An indirect intimation about a person or thing, especially of a derogatory nature. It does not hurt the feeling.
15. Antiphrasis : Irony which is using a word with a reversed meaning
16. Paronomasia : Identical metaphorical sound.

The explanation above is about the style and sub-styles within each style. These all are used as the main framework to do this research. These frameworks are very useful to the research's analysis, even though it is not all used.

2.3 Related Studies

The writer also takes a look in the previous study in the same are that had been done by another student. The related study comes from Rudi's study (2000), which studies about language style used in Joger T-shirt and uses Keraf's theory of language style to analyze the data. Rudi takes data from fifty T-shirts and finds out the three most dominant styles. From language style based on diction, informal is the dominant style. From language style based on sentence structure, the dominant style is repetition. Finally, the dominant style from language based on meaning is rhetorical.

In this study, the differences come from the classifications of language style that are used to analyze the data and the data. Rudi takes three classifications from four classifications, yet, in this study, it takes only two classifications; language style based on meaning and based on sentence structure. Unlike Rudy's study, the data of this study are taken from sweet seventeenth birthday invitation cards designed by Sayogo Enterprises.