The Influence of Social Dimensions on Language Style: A Sociolinguistic Analysis of the *Loki Series* In Disney+

THESIS

Submitted to Fulfil a Partial Requirements for S1 Degree

in The English Department Faculty of Humanities

Bung Hatta University

BY

DWI IDAYANTI

2110014211003

ENGLISH DEPARTMENT

FACULTY OF HUMANITIES

UNIVERSITAS BUNG HATTA

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LEMBAR PERSETUJUAN

Judul	: The Influence of Social Dimensions on Language Style : A Sociolinguistic of *Loki Series* in Disney+
Nama Mahasiswa	: Dwi Idayanti
NPM	: 2110014211003
Program Studi	: Sastra Inggris
Fakultas	: Ilmu Budaya

disetujui oleh:

Pembimbing,

Temmy Thamrin, S.S, M.Hum. Ph.D.

diketahui oleh:

Dekan Fakultas Ilmu Budaya

Ketua Program Studi Sastra Inggris

Diana Chitra Hasan, M.Hum., M.Ed., Ph.D.

Dra. Nova Rina, M.Hum.

LEMBAR PENGESAHAN

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji

Program Studi Sastra Inggris Fakultas Ilmu Budaya Universitas Bung Hatta

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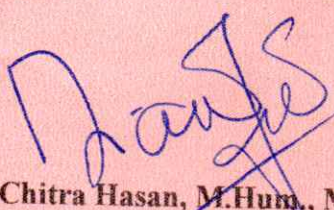Fakultas   : Ilmu Budaya

Padang, 10 September 2025

Tim Penguji   **Tanda Tangan**

1. Temmy Thamrin, S.S., M.Hum. Ph.D.   1.

2. Dr Yusrita Yanti, S.S., M.Hum   2.
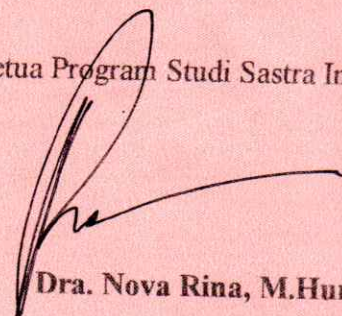
3. Diana Chitra Hasan, M.Hum., M.Ed., Ph.D.   3.

diketahui oleh:

Dekan Fakultas Ilmu Budaya   Ketua Program Studi Sastra Inggris

Diana Chitra Hasan, M.Hum., M.Ed., Ph.D.   Dra. Nova Rina, M.Hum.

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Padang, 10 September 2025

Dwi Idayanti

The Influence of Social Dimensions on Language Style:
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Dwi Idayanti[1], Temmy Thamrin[2]
[1]Student of English Department, Faculty of Humanities, Bung Hatta University
E-mail: dwiidayanti5@gmail.com
[2]Lecturer of English Department, Faculty of Humanities, Bung Hatta University
E-mail : temmy.thamrin@bunghatta.ac.id

ABSTRACT

This research analyzes the influence of social dimensions on language style in the Loki series season 1. Using Martin Joos' (1967) theory of language styles and Janet Holmes' (2013) concept of social dimensions, the study applies a qualitative descriptive method with data taken from the dialogues. The findings reveal 5 examples of Formal Style, 37 of Consultative Style, 35 of Casual Style, and 3 of Intimate Style, while Frozen Style is not found. Consultative and Casual Styles appear most frequently, showing that conversations in the series often occur in semi-formal and friendly contexts. The results also indicate that language style choices are influenced by social dimensions: characters with authority prefer consultative or formal styles, while Loki and Sylvie often use casual or intimate styles shaped by closeness and emotional intensity.

Keywords: Sociolinguistics, Language Style, Social Dimensions, Loki Series

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CHAPTER I

INTRODUCTION

1.1. Background of The Research

Sociolinguistics, the study of how language relates to social factors, provides a framework for understanding how language use reflects social meanings and identities (Labov, 1972, pp. 91–93). Variation in language comes not only from linguistic structures such as sounds or grammar, but also from social factors such as age, speech style, socio-economic status, education, ethnic background, gender, social mobility, interlocutors, context, and geographical location(Labov, 1972, p. 6). It highlights how people adjust their speech based on context, audience, and social position, using concepts like speech acts, registers, and dialects. Language not only serves as a communication tool but also helps build and reflect social relationships. This study examines how the characters in the *Loki* series use different language styles influenced by their relationships and social dynamics, focusing on variations shaped by factors such as class, gender, ethnicity, and situational context (Wardhaugh, 2006, p. 284).

Language style is an essential aspect of sociolinguistic research, referring to the way individuals adjust their speech depending on social factors such as audience, context, and purpose. According to Joos (1967), language style varies across different levels of formality, ranging from frozen, formal, consultative, casual, to intimate styles. These variations are not random; instead, they reflect the speaker's social relationships, intentions, and the situational context. Language style functions as a strategic tool through which speakers can express politeness, authority, solidarity, intimacy, or distance.The study of language in media, such as the *Loki* series by Marvel Studios, provides valuable insights into how language reflects and shapes social identities, relationships, and cultural norms. One important aspect of sociolinguistic analysis is

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language style, which refers to the variations in speech according to context, audience, and purpose.

In addition to style variation, the social dimensions, as outlined by Holmes (2013), further illuminate the ways in which language reflects social factors. Holmes identifies key dimensions such as social distance, status, formality, and the function of an interaction (referential or affective). These dimensions help explain why speakers choose certain styles depending on who they are speaking to, the setting of the interaction, the topic they are discussing and the purpose of the communication. The *Loki* series season 1 , produced by Marvel Studios, offers a rich field for this kind of sociolinguistic study. Characters such as Loki, Mobius, Sylvie, Ravonna, and B-15 engage in conversations where power dynamics, social distance, and emotional ties are constantly shifting. Their choice of language style often reflects these underlying social dimensions.

By analyzing the types of language styles used and examining how social dimensions influence characters' language choices, this study aims to reveal how linguistic variation in the *Loki* series reflects deeper aspects of identity, relationship, and societal structure.

1.2. Research Questions

Based on the background of the research, the writer poses the following research questions:

1. What are the types of language styles used by the characters in the Loki series ?

2. How do the social dimensions influence the language choices of characters in the Loki series?

1.3. The Purpose of The Research

Based on the research questions above, the purposes of this research are:

1. To analyze the type of language styles used by the characters in the Loki series.

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2. To explain how social dimension influenced language choices by the character in the Loki series?

1.4. Limitation of The Problem

This study was limited to analyzing the characters in the Marvel series Loki, specifically in Season 1, which consists of six episodes: Ep.1 – Glorious, Ep.2 – The Variant, Ep.3 – Lamentis, Ep.4 – The Nexus Event, Ep.5 – Journey Into Mystery, and Ep.6 – For All Time. Always. The research focused on how social dimensions, such as social distance, status social , function and formality that can represent relationships between the characters and influenced their language style. The study only looked at Season 1 and did not include later seasons or other Marvel shows or movies. This study analyzes the language of all characters in the series, as long as their utterances can be classified into one of the five speech styles. Therefore, the analysis is not limited to the main characters such as Loki, Sylvie, and Mobius, but also includes supporting characters such as Ravonna and B-15, as well as the antagonist, He Who Remains, whenever their speech meets the criteria for the speech style classification.

1.5. Significance of The Research

This research is expected to contribute to the study of sociolinguistics, especially in understanding how variations in language styles reflect social relationships between characters influenced by several factors in works of fiction. In addition, the results of this study can also be a reference for teachers and students in studying language variation in the context of media, as well as for writers or movie lovers in understanding the depth of character through language use. This research also provides insights into how social dimension factors, such as status, solidarity, social distance, and the purpose of interaction, influence the choice of language styles by

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characters, so as to enrich the understanding of relationships between characters and social dynamics reflected in dialog.