

Hymes' SPEAKING Factors Analysis in *La La Land* film by Damien Chazelle: Ethnographical Study

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ABSTRACT

This thesis is analyzes about SPEAKING in film La La Land. the purpose of this research is to explain SPEAKING factors that happen in the film. This research uses descriptive qualitative method because the data are in the forms of utterances.

This research is done by some steps, they are data collecting, data analyzing and data presentation. In technique of collecting the data, the writer uses the non participant observational method. The implementation of this method is realized through downloading and note technique. In technique of analyzing the data, the writer uses identity method and referential identity method. The data are presented through informal method.

The result of the research by using ethnography of communication as an approach in La La Land film shows some which are includes complaining, ordering, confiding, getting fired, agreement, casting audition, disappointment, and argument. Each of these situation, in turn were affected by SPEAKING factors as Hymes suggested which are the setting, the participants, their ends, the instrument, the norms and the genre of the communication.

The writer takes 11 data from the film. the writer concludes that La La Land film shows some situation which are includes complaining and ordering that are common to be happen in a shop as seen in the film.

Key words : *SPEAKING Factors, La La Land, Ethnography of Communication*

I. INTRODUCTION

Language has very important role of communication in human life. We use language as a tool to express ideas, feelings and to build relationship with other people. People cannot do their activities well without language. By using language, we can describe our feelings and emotions easier than using other elements. We cannot respond or react if we do not understand what other people say, write or signal. Without language we never know everything in this world because we cannot communicate with other people.

Moreover Language is a system of communication in speech and writing used by people of particular country (Oxford 2008: 247). According to Wardhaugh (1998), language is a system

of verbal symbol which is used by the member of certain society speak to convey their messages to others. As we know, one of the important functions of language is for communication. We can communicate or deliver our message by using language. It also can be a tool for sharing our knowledge and information with others.

Since Anthropology deals with ethnography of other culture, the students every time enter a new social/cultural setting. We try to make a new behavior. Sociolinguistics includes understanding the social/cultural cues regarding what subjects may be discussed with which individuals. Kottak (2004) has described that what people actually say or linguistic performance is always concerned with sociolinguistics. He corroborated the

opinion of Eckert and Rickford (2001) that, the field of sociolinguistics investigates relationships between social/cultural and linguistic variation, and language in its social context.

Ethnography of communication relates ethnography, the description and structural-functional analysis of society and culture, with the 'language' a cultural behavior that navigates and helps to share knowledge, arts, morals, beliefs and everything acquired by man as a member of society. According to Hymes (1974) Ethnography of communication is an approach to understand society & culture and its reconstruction of an ethnic group in particular and nation in general. To do it 'language', designed and structured by pattern of culture, acts as a communicative tool. Language carries and transmits social/cultural traits through generations. The role of speech behavior, one of the aspects of language, has always been significant in cultural anthropological research. Ethnography of Communication, the concept introduced by Del Hymes in late sixties, is an active action of human way of life. He and his associates constructed a model of 'Speaking model' while tried to understand society and culture of an ethnic group through communication process.

Hymes proposed the term 'ethnography of speaking', later amended to 'ethnography of communication', to describe a new approach to understanding language in use (Hymes, 1974). It also supported by Taylor (2002:44) explain "Ethnography of communication conceptualizes communication as a continuous flow of information, rather than as a segmented exchange of messages." According to Deborah Cameron (2001), Ethnography of Communication can be thought of as the application of ethnographic methods to the communication patterns of a group.

Hymes (1974) states that in order to speak a language correctly, one needs not only learn its vocabulary and

grammar, but also the context in which words are used. Situation is the happening interaction in the form of speaking that consists of parties, those are: speaker and hearer, topic of speaking, time, place and situation. The same event can happen in discussion speaking on telephone, chatting on internet and e-mail. Hymes (1974:52) describes speech event as "what other researcher sight term genres ". Those are activities which are directly governed by rules or norms for the use of speech. situation, on the other hand, are both communicative and governed by rules for the use of speech. The writer gives the example of Hymes' SPEAKING

Customer : **This doesn't taste like soy milk.**
Mia : **Oh. Uh... It is...**
Customer : Can I see the carton?
Mia : **Hands it over. The Customer looks**
Customer : **I'll just have a black coffee.**
Mia : **(Mia nods, gets the coffee, hands it with a smile.** Then quickly sneaks a look at a script hidden underneath her counter. A fewpages, lines highlighted in yellow)

The Setting is Coffee Shop in Los Angeles, the place where Mia works as a cashier. It takes time in an afternoon. The Participants in the dialogue are Mia and Costumer. The End of this speech event is the customer wants to change her order because she does not like the taste of her previous order. The Act sequence the costumer enters coffee shop and she wants soy milk. When she wants to order soy milk it looks like not what she expects, then she asks the carton to see another options.

After that, she asks black coffee instead. The Instrument of that dialogue is oral and directly. The Norm that the writer gets from the example above is Mia as the waitress has been kind and respect her costumer's complain friendly. Even it is not her mistake, but she has done it good. Last, The Genre of the example. In

that example, The Genre is order's complaining.

La La Land is a 2016 American romantic musical film written and directed by Damien Chazelle, and starring by Ryan Gosling and Emma Stone as a musician and an aspiring actress who meet and fall in love in Los Angeles. The film's title refers both to the city of Los Angeles and to the idiom for being out of touch with reality.

La La Land received critical acclaim and was regarded as one of the best films of 2016. Critics praised Chazelle's screenplay and direction, Gosling and Stone's performances, Justin Hurwitz's score and the film's musical numbers. It won in every category it was nominated for at the 74th Golden Globe Awards, with a record-breaking seven wins, and received 11 nominations at the 70th British Academy Film Awards, winning five. It received 14 nominations at the 89th Academy Awards, tying the record for most nominations with *Titanic* (1997) and *All about Eve* (1950), and won 6 Academy Awards for Best Director, Best Actress (Stone), Best Cinematography, Best Original Score, Best Original Song ("City of Stars") and Best Production Design.

The writer chooses this topic because this film is very popular and received many notable awards. This film also has a lot of example and SPEAKING Factors that is interesting to be analyzed.

Hymes is best known for his founding role in the ethnography of communication. Hymes proposed the term 'ethnography of speaking', later amended to 'ethnography of communication', to describe a new approach to understanding language in use (Hymes, 1974). It also supported by Taylor (2002:44) explain "Ethnography of communication conceptualizes communication as a continuous flow of information, rather than as a segmented exchange of messages."

The writer chooses this topic entitled **"Hymes' SPEAKING Factors Analysis in *La La Land* Film by Damien Chazelle: Ethnographical Study"**. Because There is not found yet any analyzing about speaking factors in Language Faculty.

II. METHOD OF THE RESEARCH

In this research, the writer uses qualitative descriptive method. Isaac and Michael (1987:42) state that "the purpose of descriptive method is to describe systematically situation or area of interest factually and accurately." It is called the qualitative method since the collected data analyzed are in the forms of utterances, and they are classified into their categories for getting conclusion.

Source of the data is where the data is derived from. Source of the data in this research are locational and substantial (Sudaryanto, 1993:40). The source of locational is the direct object of the research and substantial is the content of the data that be analyzed. Locational data of this research is *La La Land* film and substantial data of this research is utterances that show Hymes SPEAKING Factors among the characters. According to Sudaryanto(1993), there are two methods in collecting the data, the first is non participant observational technique (SBLC), which means that in observing the writer does not participate or involve in the utterances or conversation and participant observational technique (SLC) which means that in observing the writer participate or involve directly in the utterances or conversation.

The writer uses the non participant observational method because the method is appropriate for this research and the writer does not participant directly to collect the data. The implementation of this method is realized through downloading technique and note taking technique. Method of analyzing the data that be used in this research is referential identity method. According to Sudaryanto

(2015;15) the referential identity was the method of analyzing data where the key factors of the data are defined by context outside of language itself such as; participants, setting, end, act sequence, key, instrument, norms and genre.

According to Sudaryanto (1993), in presenting analysis there are two methods: informal and formal method. The method of presenting data that is applied in this research is informal method where the result of analysis be presented and descript in natural language with tables.

III. RESULT

In this research, the data is reported in writing. The writer uses informal (verbal) method to present the research because the data that analyze in the form of word and phrase based on the finding.

The writer presents as an introduction outlining the background of the problem that relates with taboo and swear word. Then, based on the background of the problem, the writer has limit to discuss only about several problems in order to avoid excessively large discussions. The writer focus on analyzes about SPEAKING factor in the film. Next, the writer decides the purpose of the research and ends with the systematic of writing in this research. In method of the research, the writer will outline in depth of studies. After that, the writer will discuss some data that that refers to sociolinguistic based on the research questions.

IV. DISCUSSION

In this chapter, the writer wants to explain the analysis of the elements ethnography of communication proposed by Hymes (1962). They are setting, end, act sequence, key instrument, norm and genre as found in *La La Land* film. Furthermore, the writer finds the data and discusses the data that focuses on the speaking factors found in *La La Land* film.

3.1 SPEAKING Factor in *La La Land* film

Datum 1 **00:38:24 – 00:39:28**
Excuse me. This is gluten-free, right?
Costumer :
Mia : **No**
Costumer : **What?**
 (Shake her head) Mmm-
Mia : **mmm**
Costumer : **Ugh! I'd like a refund.**
 Okay. Let me check on
Mia : **that for you.**
(Manager is coming out and she calls Mia)
Manager : Mia..
Mia : Hi..
Manager : You're closing on Friday.
 I can't close on Friday. I
 have an audition,
Mia : remember?
Manager : Do I look like I care?
 Reschedule it. Oh, and we
 need to have a little talk
 tomorrow, okay? Fix your
 : apron.
Mia : Okay.
(Sebastian comes)
Sebastian : You again.
 (Smile) What are you doing
Mia : here?
Sebastian : Oh, you know, just meeting
 : and...studio heads and--
Mia : How'd you get on the lot?
Sebastian : I basically just hauled ass
 past the guard gates. I think
 I have 20 minutes until they
 find me. You don't have a
 : break coming up, do you?
Mia : I'm off in 10 minutes, so..
Sebastian : Can I hide in the bathroom?
Mia : Yes.
Sebastian : Okay.
Mia **(Back to the costumers)**
 Sorry. Um.. I actually do
 : have to check. I'm sorry.

In the dialogue above, a costumer comes to complain about her order which is probably wrong by Mia who is the cashier and the waitress on the coffee shop.

The Setting is divided into two, those are setting of time and setting of place. Then, in this example, The Setting

is Coffee Shop in Los Angeles, the place where Mia works as a cashier. It takes time in an afternoon when Mia's working hours would be up. Scene refers to the psychological setting of the occasion. Psychological setting may be a reflection of what someone's feels or thinks. In this example, it can be seen that the customer's seems totally upset because of her wronged order and Mia's lack of respect.

The Participants in the dialogue are Mia, Costumer, Manager, and Sebastian. The Ends are the customer wants to complain about her order and she also wants to get refund. The Act sequence the costumer enters coffee shop and she seems upset. She complains about the containing of gluten in her pastry where she actually order a gluten-free pastry. But, Mia does not welcome her so kindly. She also ignores the customer by prioritizing her personal affairs as she choose to talk to her friend Sebastian. In the conversation above, The Key in that scene is serious situation. It can be seen from the dialogue from costumer who wants Mia to refund her. So does with the dialogue between Mia and manager, they talk about the schedule of the job.

The Instrument of that dialogue is totally oral and directly, while the register of the conversation is informal. It shows from the place and the language used is daily language. The Norm that the writer gets from the example above is Mia, as the waitress should be kind and respect her costumer's complain. Even it is not her mistake, but she should do that. Last, The Genre of the example. From dialogue in that example, it starts with complain by the costumer and end with the responsible from Mia. So it can be conclude that The Genre is order's complaining conversation.

Datum 2 00:40:48 – 00:41:27

Sebastian : How'd you get into all this?

Mia : Into...? Oh -- I -- **my aunt was an actress. She was in this traveling theater**

company... And there was this little library across the street from my house when I was growing up. This was Boulder City, Nevada -- every house looked exactly the same. I was ten and already I needed to get out. And one day, my aunt flew into town, and she showed me the library's old-Film section. We spent a whole day watching one after the other. I never knew the world was so big. I started putting on plays in my garage. I'd write the scripts and print up programs, and she'd give me props to use from wherever she'd just been -- New York, London, and Paris. And then she'd jet off again and I wouldn't hear from her for another year.

Sebastian : Who would you invite to watch? Your parents?

Mia : God no -- I didn't invite anyone. That would have been terrifying. Honestly, I wish I loved something else. I've tried so hard to want other things. She and Sebastian stop. Peer inside the stage.

Sebastian : (They resume walking) ...'Cause the world needs more lawyers.

Mia : Well it doesn't need more actresses.

Sebastian : You're not just an actress.

Mia : What do you mean, "just an actress"?

Sebastian : You said it yourself, you're a child prodigy playwright.

Mia : That is not what I said.

Sebastian : **You're too modest to say it but it's true. So you could write your own roles. Write something that's as interesting as you are.**

Mia : Last thing I wrote was a stand-up routine for an open-mic night. It was horrible.

Sebastian : **Sebastian: All I'm saying is -- Louis Armstrong could have played the marching-band charts he was given. What did he do instead? He made history.**

Mia : Ok, I'll stop auditioning and make history instead.

Sebastian : Laughs.

From the conversation above, the example that occurs in the conversation is confiding. The writer finds that from the conversation above that both Mia and Sebastian developed a confiding relationship. It can be seen when Sebastian asks about Mia's dream then it is ended by Mia confides to Sebastian about her life story and her dreams. The writer also observes the speaking factors from the conversation above as follows:

The Setting in this example is on a road where Mia and Sebastian exit from the coffee shop and walking together. The scene on this example is both characters feel so excited. It can be seen from how Sebastian wants to know Mia's story and Mia who also feels so excited to tell about her life story and dream.

The Participants in this example are Mia Dolan and Sebastian Wilder. Mia is a woman from Nevada who has a dream to be an actress then she move LA and starts to do lots of casting while also works as a cashier. Sebastian is a struggling jazz pianist, he dreams owning his own jazz club. The Ends that can be seen from the example above are Sebastian wants to get close and know more about Mia and also gives support to mia to achieve her dream.

The Act sequences Mia and Sebastian passed a film making that take a shoot on the road. It initiates Sebastian to ask Mia how she could be so interested in acting and want to become an actress. Then, Mia answers his question by telling her life story and her reason of her dream.

The Key in this example is e tone is a serious one, but, interspersed with a friendly tone. The contents of the example

are important things which is discussing Mia's dream. The Instrument of that dialogue is totally oral and directly, while the register of the conversation is informal.

The Norm in this example that the writer gets from the conversation is friend should be nice and support their friend like Sebastian to Mia. Sebastian shows his interests in Mia's Dream and supports and ensures her that she is talented and could achieve her dream. The Genre in this example is friendly conversation.

Datum 3 00:43:35–00:45:18

Sebastian : (Hearing drums. A swinging ride pattern in an old-school Jazz club. It's almost empty, only aged Jazz cats here -- except for Mia) **Most people say they hate jazz because they don't have context. They don't get where it came from. All these people packed into flophouses in New Orleans, speaking five different languages, and jazz was how they talked to each other.**

Mia : I thought it was just Kenny G.

Sebastian : What?

Mia : I associate it with facials. It's relaxing.

Sebastian : It's not relaxing! Sid Bechet got into a gunfight 'because somebody told him he played a wrong note!

Mia : (laying it on thick) **Right, but it's good to talk over. Where I grew up there's this jazz station they'd play at cocktail parties whenever they served the salami and cheese.**

Sebastian : **Mia. These are things you can't unsay.**

Mia : Bursts into laughter.

Sebastian : **It's not cocktail music -- it's a high wire act. These guys are performing and composing and rearranging all at once. That's why you need to be in the space and**

see what's at stake. This whole thing -- it's dying. In twenty minutes they'll head off to cut commercial sessions or do pit at the Pantages 'cause they have to -- but when I have my own place -- my club -- they'll play whatever they want.

Mia : (Mia looks at Sebastian) Her laughter has subsided. She can see something in him now -- the same passion he's speaking of...

Sebastian : ...It's gonna be the old Van Beek. I'm getting the lease back. It'll be perfect. (He watches the band. Lost in the sound. Then -- sincere --) **The world tells everyone to move on. Says the music's had its moment. But I love it too much. I'm not moving on.**

Based on the conversation above, the conversation is confiding. The writer finds that from the conversation above that both Mia and Sebastian developed a confiding relationship. The confiding conversation is started when Mia openly divulge or reveal her secret that is she does not like Jazz even though she knows that Sebastian is a jazz musician. Then, Sebastian who seems a little bit upset with Mia's opinion, he confides Mia with his passion about Jazz to change Mia's opinion about Jazz music.

The writer observes the speaking factors from the conversation above as follows. The Setting of this example occurs at a Jazz' club café "Lighthouse." It is a cafe that is entertained by a Jazz music performers and the café is usually attended by jazz cats (jazz music's enthusiasts). The scene of the speech event that can be seen from this conversation is uninterested feelings of Mia about Jazz and Sebastian's tense feelings as he flares up to tell Mia about

Jazz and his dream in owning Jazz Club so that it could change Mia's mind.

The Participants in this example are Mia Dolan and Sebastian Wilder. The Ends is Sebastian wants to convince Mia that she has wrong opinion about Jazz by showing jazz music performers and telling the history about jazz. The Act sequences that can be seen from this example is after Mia declares her hatred about Jazz music then Sebastian who is a little bit offended by her saying decides to bring Mia to a Jazz Club Café.

The Key in this example are sarcastic as it can be seen from mia's statements and aggrieved tone as it can be seen from example Sebastian's responds about mia's sarcastic statesments. The contents of the are important things which are discussing Jazz history and Sebastian's dream. The Instrument of that dialogue is totally oral and directly, while the register of the conversation is informal.

The Norm in this situation that the writer gets from the conversation is friend should be nice and support their friend, but Mia here seems disrespect of what Sebastian's passion in Jazz music. Even she tries to be honest, but it will be better if she says that in more subtle way. So that it could not offend Sebastian's feeling. The Genre in this example is derisive chat.

Datum 4 400:38:34-00:38:36

Customer : **This doesn't taste like soy milk.**

Mia : **Oh. Uh... It is...**

Customer : Can I see the carton?

Mia : **Hands it over. The Customer looks**

Customer : **I'll just have a black coffee.**

Mia : **(Mia nods, gets the coffee, hands it with a smile.** Then quickly sneaks a look at a script hidden underneath her counter. A fewpages, lines highlighted in yellow)

In the dialogue above, a costumer comes to complain about her order which is not suitable with her wants. The Setting is divided into two those are setting of time and setting of place. Then, in this example, The Setting is Coffee Shop in Los Angeles, the place where Mia works as a cashier. It takes time in an afternoon when Mia is working as usual.

Scene refers to the psychological setting of the occasion. Psychological setting may be a reflection of what someone's feels or thinks. In this example, it can be seen that the customer seems unsure because of her drink is not like what she expects.

The Participants in the dialogue are Mia and Costumer. The End of this example is the customer wants to change her order because she does not like the taste of her previous order. The Act sequence the costumer enters coffee shop and she wants soy milk. When she wants to order soy milk it looks like not what she expects, then she asks the carton to see another options. After that, she asks black coffee instead.

The Instrument of that dialogue is oral and directly. The Norm that the writer gets from the example above is Mia, as the waitress has been kind and respect her costumer's complain friendly. Even it is not her mistake, but she has done it good.

Last, The Genre of the example. In that example, The Genre is order's complaining. From dialogue in that example, it starts with complain by the costumer and end with the responsible from Mia. So it can be conclude that The Genre of that example is complaining order.

Datum 5 00:06:08 – 00:06:16

Customer	:	Cappuccino, please
(Actress)		
Mia	:	Nods. Gets it made pronto. The Manager takes it fromher.
Manager	:	On us.
	:	Oh, No, thank you.I

Customer
(actress)

insist.She pays. (Then smiles at Mia and drops a bill in the tip jar.Mia watches as the Woman walks off. Other eyes followher aswell. The Woman slips into one of the studio buildings)

In the dialogue above, a woman who is a renowned actress comes to the coffee shop to order a cappuccino. Where the manager wants to give her the cappuccino for free but the woman rejects it. She insists to pay it by herself. The Setting is divided into two those are setting of time and setting of place. Then, in this example, The Setting is Coffee Shop in Los Angeles. It takes time in an afternoon when Mia is working as usual. The scene is excited as the manager get so excited that a renowned actress visit and order a drink in her coffee shop.

The Participants in the dialogue are Mia, manager and customer who is a renowned actress. The Ends of this example are the manager wants to show her gratitude because a renowned actress comes to her coffee shop and she wants to honored The Actress by make her order for free. The Act sequence of the conversation: theactress enters coffee shop and she wants cappuccino. When she wants to pay, the manager says that the cappuccino is on her. Then, the woman rejects the request and says that she insists.

The Key is gratitude and admiration. The Instrument of that dialogue is oral and directly, while the register of the conversation is informal. It shows from the place and the language used is daily language. The Norm that the writer gets from the example above is Mia, as the waitress should know that her costumers are important people. So that, she could gives the best service. The Genre of this example is appreciative conversation.

Datum 6 00:07:08–00:08:28

Mia : Mia's in that coat, zipped up, looking odd indoors. On her cell(laughing, big smile on her face)And I swear to God, she was wrecked. Pure lunacy. Oh God, I know...(seems to be listening, then,)No, no, Turner's fine. So you -- are you waiting 'til Denver to tell her...?(as her smile contracts)Oh. I see...(silence; she clenches her jaw...)No, you're right. I understand.(...and a tear falls from her eye)Ok... Ok, I'll talk to you later...Trying to play it off, she hangs up. Her eyes crumple into a new round of tears. But she restrains herself.

Director : **And it's clear to us**

and Assistant

Mia : **there's something about her, a glow in her face. She's good.**

Assistant : **Great. Could you try it again but--**
(the CASTING DIRECTOR whispers in her ear; then, to Mia,)Never mind. Thanks for coming in.

Mia : **Mia manages a smile.**

In the dialogue above, is casting audition as Mia participates in a casting audition so that she could make true her dream to be an actress.

In this example, The Setting is casting room and the scene is disappointed as Mia is failed the casting audition. The Participants in the dialogue are Mia, director and assistant. The End is Mia wants to succeed the casting audition so that she could achieve her dream as an actress. The Act sequence of the conversation is Mia follow audition and acting in front of the director. Then the assistant seems like unsatisfied and asks her to try again, but the director whispers

something to him. Finally Mia is rejected indirectly.

The Instrument of that dialogue is oral and directly, while the register of the conversation is informal. It shows from the place and the language used is daily language. The Norm that the writer gets from the example above persons should say something politely even when saying about unpleasant announcement. Last, The Genre of the example is rejection. From dialogue in that situation, it starts with Mia pronounces same dialogues in front of the director and assistant director. Then, assistant director said that it is great but it means that it is enough.

V. CONCLUSION

The ethnography of communication is an approach. The approach has been used to produce hundreds of research reports about locally patterned practices of communication, and has focused attention primarily on the situated uses of language as the writer analyzes in *La La Land* film, an American romantic musical Film that focus on The relationship between Mia who is an aspiring actress and Sebastian a struggling jazz musician.

After analyzing the *La La Land* film using the ethnography of communication approach through some conversation data. The writer takes 11 data from the film. the writer concludes that *La La Land* film shows some situation which are includes complaining and ordering that are common to be happen in a shop as it is happen when Mia works as a waitress in coffee shop. Situation that the writer found are getting fired and agreement where as these type Situation in *La La Land* films mostly relates when participant. Sebastian in getting job for living; whether being keyboardist in a restaurant and in Keith's band, both do not suit his actual dreams type of music. Next, that mostly relates to struggling in achieving participants Mia and Sebastian's dream are casting

audition, disappointment and argument; the two last situation are disappointment and argument along with getting fired have bad outcome.

The writer concludes that because the participants could not behave and saying something kindly and properly so that it makes the communication run in effectively as Ethnography of Communication reveals that people's sentiments, reservations, thoughts and feelings are manifested through language. After all, based on the findings of this research, the writer concludes that each of these, in turn were affected by SPEAKING factors as Hymes suggested.

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