



## Quid Quo Pro. I doosie, You doosie. Which are the language style for kids on series kids?

Annisa Amriani<sup>1\*</sup>, Abdul Azis Faizal<sup>2</sup>

<sup>1</sup>Universita Negeri Yogyakarta  
Jl. Colombo No.1, Sleman, Yogyakarta, INDONESIA

<sup>2</sup>Universitas Negeri Makasar  
Jl. Andi Pangerang Pettarani, Makasar, INDONESIA

\*Corresponding Author

DOI: <https://doi.org/10.30880/ijcse.v2i1.255>

Received 01 January 2023; Accepted 18 February 2023; Available online 03 March 2023

**Abstract:** This study looks at the language style used in series for kids, on title The Boss Baby: Back in Business. To describe how much language style used and the function of language style. Used qualitative research to analysis the dialogue on the series, the researcher discovered language style Apheresis, Bombastic, Simploke, Exclamation, Alusio, and Clinch. And several functions of language style, such as convey mood, persuade the readers or listeners, and to enhance the impact of the ideas presented. As the result, this study concludes that every film or series have language style which are different from each other. However, kids can still enjoy these movies or series with adult supervision

**Keywords:** Language style, Kids Series, Netflix deemed necessary

### 1. Introduction

Language is a system or communication tool that humans employ in their daily activities. Language is part of the inherent human urge to send messages, intentions, and information from humans to other persons as social creatures who require a means of communication. Language may be used to express messages both vocally and in writing. "the system of human communication by means of a structured arrangement of sounds (or written representation) to form larger units, eg. morphemes, words, sentences" (Richards, Platt & Weber, 1985: 153). Spoken language is the use of language via direct or indirect speech. Written language is language that is communicated through written medium. Written language can be submitted via books, blogs, or social media platforms such as Instagram, Facebook, and Twitter. Using audio and subtitles, film may express two languages at the same time.

People are gradually abandoning traditional television in favour of internet television due to the rapid expansion of the internet. Today's consumer has a lot of digital devices. A majority of U.S. households now

own high-definition televisions (HDTVs), Internet connected computers and smartphones, and they spend an average of 60 hours a week consuming content across multiple screens. In addition to more devices, consumers now have more choices for how and when they access content, such as broadband-only delivery of programming and DVRs for time-shifted viewing.

There are currently several ways to obtain TV show/movie material, one of which is subscription internet TV, which is popular today. TV subscription by internet such as Netflix, Viu, Disney+, and so much. Netflix is a subscription-based online service that allows members to watch TV shows and movies without advertising on Internet-connected devices. In other words, it is a service that allows users or audiences to watch their favourite shows whenever and wherever they want using smartphones, smartTVs, tablets, PCs, and laptops (Kompas, 2021). The customers must to pay for a monthly membership fee to access a selection of entertainment material and that is advertisement free and updated monthly.

One of the most significant roles in movies is that of language. Because the plot necessitates vocabulary and the usage of language relevant to the characters being performed as well as the age criterion of the film's audience. As a result, a linguistic style is required. Language style or style is referred to as style. The term styles is derived from the Latin word *stylus*, which refers to a writing instrument used on wax tablets. Style is a method of employing words in terms of language. Thus, language style may be defined as a technique of expressing thoughts through language that expresses the writer's (language user's) spirit and personality (Keraf, 2006: 113). According to Ratna (2008:160) Stil (style), are different methods in which everything is conveyed in a certain way so that the desired objective may be realised ideally. Language styles are broadly classified into four types: affirmation, comparison, contradiction, and allusion. The role of language in cinema is the same as it is in general: to express ideas, sentiments, or invitations.

Every film or series have a distinct language style that is distinct from other films, and this language style must also be tied to the genre and age criteria of the audience. Children's films, for example, will undoubtedly have a distinct linguistic style than comedies. This is why the author chose to examine the linguistic style in children's films. Because the writers frequently discover numerous series that are labelled as children's films but do not utilise children's language; also, there are many children's films that are animated but employ conversations that can only be understood by adults.

Mustanzier (2016) Cartoon films, also known as animated films, are films that are created by hand-drawing and then converted into moving visuals. Among the several animated programs available on Netflix, the writer picked one of the English children's series available on Netflix. The title of the series is *The Boss Baby: Back in Business*. The first episode of *The Boss Baby: Back In Business* series released on Netflix on April 6, 2018. This children's series, classified for 7 years and above, is a sequel-up to the film of the same name, *The Boss Baby*, which was released a year before. This children's series story about Boss Baby as we know as Theodore Lindsey Templeton Junior in balancing his everyday activities with his responsibilities as the CEO of Baby Corp.

A brief summary presented in the series teaser is, Ted (Boss Baby) is attempting to control a little, mischievous baby. Her teammate Staci and her brother Tim also contribute to finding a solution. They were challenging because they couldn't grasp what the infant was saying. Tim discovered that his first tooth was starting to emerge after approaching the infant. That's what causes the infant to slobber all over the place. Aside from that, this series focuses on Ted (Boss Baby) to preserve the appearance of human care for infants above everything else.

There are several research about language style, Budi and Farida (2017) who researched the use of language style by football commentators on the Indosiar TV station during the AFF U18 tournament. According to the findings of this study, there are three types of language based on sentence form and ten kinds of language depending on the message given directly or indirectly. Margareta, Wardarita, and Effendi (2022) did similar studies on language style in stand-up comedy contests. In this study, four language types were discovered to be employed by each participant, each of which was tailored to their particular roles. In terms of scenario and storytelling.

The selection of Netflix children's shows is inextricably linked to the special elements that accompany it. Whereas this series is certified by Netflix for ages 7 and above, it has the premise of an animated film and is fictitious. The major character in this film, however, is Ted (Boss Baby), who has the bodily size of a baby but the demeanour and vocabulary of an adult man. Furthermore, for a series designated for children aged 7 years, this series frequently use language that appear rather harsh.

## 2. Methodology

The language research style used in the Netflix series *The Boss Baby: Back in Business* is qualitative descriptive research in the form of text analysis. The study data is presented in the form of this series' dialogue texts. The author chose two episodes from season one of this series, with the names *Scooter Buskie*, and *Cats in the Crib* chosen based on the order of the episodes in season one. The researcher gives primary data extracted from the TV series *The Boss Baby: Back in Business*. The researcher initially conducted the monitoring by repeatedly watching the series *The Boss Baby: Back in Business*, followed by the orthographic equivalent, which was converting the spoken exchanges into written form. According to Mahsun (2012: 92), the scientific approach utilised by researchers in delivering data in the form of films is the monitoring method, which involves listening to the language spoken by the characters in the animated film. According to Kesuma (2007:49), the orthographic equivalent is a method of translating spoken language into writing. After transcribing the dialogues into sentences, they are recognised and organised according to the proper sort of language style, and their meaning and values are assessed, as well as their roles.

## 3. Results and Discussion

### 3.1 Result

#### 3.1.1 Language Styles

##### a. Apheresis

Apheresis is an affirmation that involves eliminating the first letter or syllable. For example, data including apheretic language styles are as follows:

.... Itu aneh 'kan? Pasti adrenalin (episode 2 → 19:42)

Timothy's remark is apheretic in style since it eliminates the first syllable *bu* from the whole word rather than being correct. Because it ends with a question mark, the word *kan* has the same meaning as the term isn't, which is to inquire.

##### b. Simploke

Simploke is a phrase or paragraph with repetition at the beginning and end of each line in numerous lines. For example, data containing the simloke style is as follows:

.... Bayi bos orang lapangan kita. Dia seharusnya tangkap ini, namun dimana dia? Dimana bayi bos? Dia dibawah sini? Cilukba. Apa yang terjadi pada bayi bos? (episode 2 → 03:27)

Because of the recurrence of words at the beginning and end of each line in multiple lines, the paragraph above is written in a plain language style.

##### c. Bombastic

Bombastic language style is language style that using redundant information

That single tooth. It's like Lucifer's javelin!

The word Lucifer's javelin contains an adverb phrase that is deemed repetitive. The javelin is a light spear that is often thrown. Lucifer is a name associated with the devil. The phrase "Lucifer's javelin" is overused in a scene that just portrays the baby's first teeth growing.

Scooter buskie is a garbage baby

A garbage baby is an adverb that is deemed redundant. Because the phrase baby is paired with the word garbage, which has a negative connotation. As a result, it is seen as excessive.

d. Exclamation

The language style of exclamation is characterised by interjections such as wow, ouch, my goodness, and watch out.

Astaaga Tim, mereka tidak akan membunuhmu.

The data above uses an exclamation style which uses interjections. Where does this word gosh

e. Alusio

Alusio is a language style that employs proverbs or the beginning of rhymes. The following data include the alusio language style:

Quid quo pro. I doosie you doosie

The proverbs in the preceding data are in the form of Quid Quo Pro groupings of words. Quid Quo Pro signifies that what I did for you must be repaid someday.

f. Clinch

Clinch is language style that By modifying the arrangement of words or letters, sarcasm and humor can be included. Data containing clinch style, specifically:

Ceo: Whee-oo-whee-oo! drama drama drama. There's a critical threat to our company. Boss baby is our man in the field. He's supposed to catch these things. But where is he? Where is boss baby? Oh, is he under here? Oh, peekaboo. What happened to Boss Baby?

Boss Baby: I think ypou know I'm right here

Ceo: yes, but what happened to you? If you're not doing your job, you're not really the boss. And if you're not the boss, well you're just a baby.

The data comprises a kind of clinch, particularly satire coupled with comedy by rearranging words or letters.

### 3.1.2 Functions of Language Style

a. Language Style is employed to convey moods, such as happy, sad, or angry.

You expect me to talk? I never betray planet Earth to you Emperor Cavemutan Tentaclemouth!  
Do your worst! I've seen every nightmare this galaxy has to—what the barf is this garbage?  
Nooooooooo!!!! (episode 1, 00:48-01:11)

The sentence above is an expression of dissatisfaction and wrath. Tim imagines his rage and irritation at his fictitious persona. It was, however, directed at his mother for ordering him to eat chickpeas.

b. Language style is employed to influence or persuade readers or listeners

Scooter, why are we having this conversation? Your job is no-brainer. Act cute, Mommy and Daddy give you food and shelter. You doosie, they doosie. (episode 1, 09:55-10:08)

The data above represents the language style employed to persuade the other person. Where Ted tells Scooter that his job is simple: simply act charming and your parents will love you.

c. Language style is used to enhance the impact of the ideas presented

So you can't show up for work on time, and you've got a kitty-kitty cat taking your place at home? You're not just not a boss. You're not even a good baby. (episode 2, 08:37-08:47)

The statement above is written in a way that enhances the impact of the concepts presented. The statement You are not just not a boss. You're not even a decent baby is used to underline the concept that a cat entering the Templeton household forces Ted to chase the cat away, leading him to be late for work.

### 3.2 Discussion

Based on findings above, it can be seen that The children's television series The Boss Baby: Back in Business employs a variety of language styles. However, the words chosen and used in this series are fairly weighty for toddlers to consume. Because it has no elements of children's language. Today, we know that children's films and television shows are utilised not only as entertainment media, but also as language learning medium. The results of his research, like the research performed by Hakim, Anwar, and Ekawardhani (2020), may be inferred that incorporating films in learning English can add various talents to students, including a richer, more expressive vocabulary, and the ability to translate successfully. Furthermore, according to the findings of Nurjannah, Millatuddiniyah, and Nofiyanti (2018) research, youngsters would tend to copy and imitate phrases or utterances from the cartoon films they see. As a result, teachers and parents play a vital part in selecting and categorising their children's watch list, because it has a significant impact on their language abilities.

Movies and television programmes are excellent forms of pleasure because, in addition to picturing them, they may provide you with fresh knowledge. As a result, language bodies play a key role in determining whether the language used in a particular film is acceptable for the audience's age. Because the film's elements include more than simply images. However, there is also the language utilised, body language, symbolism, narratives, and character qualities that assist operate a picture. As a result, it is critical for professionals in their disciplines to observe and personally analyse if the qualities within are in agreement with the regulations that should be followed.

## 4 Conclusion

Language and style are two components of a film or series. This language style acts as the capacity to transmit one's ideas, and it has a large influence on the usage of words, sentence structure, and sentence aesthetics. This storytelling style is unique. Language techniques such as apheresis, simplek, bombast, word play, allusions, and exclamations are used in this children's theatre series to describe emotions, influence the interlocutor and the audience, and enhance ideas. However, because each film and series has its unique linguistic style, our viewing of films and series must be age-appropriate, especially for youngsters, who can be impacted by the movie or series they are watching.

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