



## **Chinese Aesthetics of Situational Language Variety: A Study of 李薇 Character Studies in Drama 聊聊日常 (New Life Begins) 2022**

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### **Abstract**

In social life, communication is needed to be able to interact with each other using various ways, one of which is by speaking using existing languages. In language activities, there is a language phenomenon, namely the variety of languages according to the situation. Researchers decided to examine the drama 聊聊日常 (New Life Begins) (2022) because there are many data found on the variety of languages according to the situation used by the character 李薇 Lǐ Wēi. In this study, this author analyzes how the various forms of language used by 李薇 Lǐ Wēi characters according to the situation that is happening in the drama 聊聊日常 (New Life Begins) using the theory of Martin Joos (1967). Research data were obtained from various dialogues of 李薇 Lǐ Wēi characters with other characters contained in the drama 聊聊日常 (New Life Begins) with a descriptive qualitative approach. The results of the analysis showed that in episodes one to five of the drama 聊聊日常 (New Life Begins) Lǐ Wēi's character used all kinds of language according to the situation based on the level of formality according to Martin Joos (1967), namely frozen variety, official variety (formal), business variety (consultative), casual variety (casual), and familiar variety (intimate). However, it was found that Lǐ Wēi characters mostly use casual varieties.

**Keywords:** Variety of Languages; variety of languages according to the situation; Martin Joos

### **Introduction**

Chaer (2012:33) argues that language is a system, symbol, sound, arbitrary, has meaning, conventional, unique, universal, productive, varied, dynamic, human, used as a tool of social interaction, and serves as the identity of its speakers. In Chaer's opinion, it can be concluded that through language, humans can communicate with each other, share experiences, learn from each other, and intelligence.

Each country or region will have their own primary language and regional language. Therefore, each language must have different diversity and characteristics, such as those found in Indonesian and Mandarin. Language variety is a type of language use according to different users. The difference can be seen through the topic discussed, the interlocutor, and the person being talked about (Achmad & Alek Abdullah, 2013:172) The existence of various languages makes Indonesian language must be understood by all levels of society. Not only students, but all Indonesian citizens are required to learn and understand the Indonesian language. Therefore,

regardless of background, speakers should be able to choose and use a wide variety of languages according to their needs.

As one of the languages with the most speakers, Mandarin is certainly rich in diversity. Mandarin in each region has its own characteristics and characteristics. Mandarin also has a variety of languages that occur because of the situation of use, just like Indonesian. Although Mandarin also has a variety of languages, there are some differences in the variety of Mandarin with the variety of Indonesian. This is because the diversity of Chinese lies more in the diversity of dialects in Mandarin from various regions (曾兰燕, 2017).

According to Martin Joos (1967:59), language style is a variety of language caused by differences in language situations or differences in the relationship between speakers (writers) and listeners (readers). Based on the level of formality, (Joos, 1967) distinguishes language variations in five forms, namely frozen variety, official variety (formal), business variety (consultative), casual variety, and intimate variety.

The Chinese drama 聊聊日常 (New Life Begins) tells the story of girls from all over the world gathering in Xin Chuan for a wedding contest. The main character in this drama is 李薇 Lǐ Wēi, a hardworking girl who just wants not to be selected in order to return to her hometown. The character 李薇 Lǐ Wēi who meets many people from various groups, social statuses and different regions in society in various situations, makes Lǐ Wēi interact between individuals using a variety of different languages, according to the relationship situation of the interlocutor, interlocutor, setting, and topic discussed in communication.

The researcher decided to conduct this study because there was a lot of data found on various languages according to the situation used by Lǐ Wēi characters in communicating. Researchers hope that this research can help readers and other researchers to understand the variety of language according to the situation more deeply and understand the variety of language according to the situation based on the level of formality according to the theory of Martin Joos (1967).

## **Library Study**

### **Variety of Languages**

Language variety or variation is a manifestation of the use of different languages in society in conducting an interaction between individuals, based on topics, media of conversation or interlocutors. Language variety or variation arises because of the non-uniformity of language users. The use of this language variation is adjusted to the prevailing situation such as the relationship of the speaker, interlocutor, and the topic discussed.

According to KBI (2003) Language variation or variety of language is the use of language according to the user, which varies according to the topic discussed, according to the relationship of the speaker, interlocutor, and person spoken and according to the medium of conversation. Everything related to the variety of language used by a person that is interpreted by its speakers can be said to be a variety or variety of language. The variety of languages according to experts includes:

Variety of languages according to Rokhman (2013:16) is a variety of language according to different usage based on the topic being discussed and also according to the medium of conversation. According to Rabiah (2016:124) Language variety is a variety of language based on its use, which varies according to the topic being discussed, according to the relationship between speakers, according to the interlocutor, according to the person being spoken, and according to the medium of conversation. The variety of languages according to Waridah (2018:86) is a

manifestation of the use of different languages by speakers due to certain factors. Then Setiawati's opinion (2019:2) Language variety is speech related to society in conducting an interaction with other individuals. According to some of these expert opinions, it can be concluded that language variety is everything related to the variety of language used by a person.

Factors causing language diversity, problems and dynamics of changes that exist in social society also affect changes in language diversity. Quoted from the book *Variety of Languages in Indonesia (2019)* by Yuni Handayani, there are six factors that affect language diversity, namely:

1. Education level  
Highly educated people tend to use a good variety of language and according to rules, such as formal language. Conversely, less educated people use language that tends to be less good and does not conform to the rules.
2. Age factor  
When talking to peers, people tend to use a variety of language that is relaxed, slang, and familiar. Meanwhile, when communicating with older people, people will choose to use a variety of language that is more polite, according to rules, and formal.
3. Sex differences  
Language variety can be influenced by gender differences. Because men and women have different phonological, grammatical, and syntactic languages. This is evidenced by the difference in topics of conversation when ladies and gentlemen gather to discuss something.
4. Department or profession  
Differences in positions can also affect the variety of languages, for example differences in the variety of languages used by teachers and private employees.
5. Field occupied  
People who pursue the field of science must know various terms that have a relationship with science. Meanwhile, ordinary people do not necessarily know the term.
6. Diversity of dialects in each region.  
The factor that influences the variety of languages is the diversity of dialects in each region. This is due to differences in geographical and cultural locations that exist in each region.

There are several kinds of language that are divided into several classifications, namely the variety of languages based on the medium of speech, the subject of conversation, the social relations of speakers, the situation of speech, and others

### **Variety of Languages According to the Situation**

Based on the situation, the variety of languages is divided into three parts, namely the variety of formal, semiformal, and non-formal languages.

#### **a) Variety of Formal Languages (Standard Language)**

Formal language is the language used in official situations or purposes. Usually you will encounter or use formal language when reading legal documents, making scholarship essays, making job application letters, or when conducting interviews. The use of standard spelling and pronunciation of the language that is correct and in accordance with rules and structured.

**b) Variety of Semiformal Languages**

The semiformal variety has its own uniqueness, because it is characterized by following fixed rules and rules. But just not consistently done at the moment of a specific goal. In this case, for example, journalistic language, where usually news readers, read the news not always with standard words, but sometimes in the middle of the standard words they say tucked into the words we usually use to talk to someone, in this case speaking casually to our interlocutors in discussing informal topics. The use of standard spelling and correct pronunciation mixed with everyday language.

**c) Variety of Informal Languages**

Informal language is a language that is usually used for daily conversations with friends or colleagues in the office when relaxing. The vocabulary of informal languages is more diverse and relaxed like slang. In addition, informal language is also commonly used as a *chat language*. Not paying attention to spelling standards and pronunciation is the most important thing, the most important thing is that participants can understand what is being communicated.

According to Martin Joos (1967:59), Language style is a variety of language caused by differences in language situations or differences in the relationship between speakers (writers) and listeners (readers). Based on the level of formality, (Joos, 1967) distinguishes language variations in five forms, namely frozen variety, *official variety* (formal), business variety (*consultative*), casual variety (casual), and *intimate variety* (intimate).

**a) Ragam Beku (Frozen)**

The frozen variety is the most formal variety of language and is used in solemn situations and official ceremonies, such as state ceremonies, sermons in mosques, oath-taking procedures, books, laws, notary deeds, and decrees. This variation is called the frozen variety because the pattern and rules have been firmly established and should not be changed. In written form, we can find this variety in historical documents, constitutions, notary deeds, manuscripts of sale and purchase agreements and lease letters.

It is called the frozen variety because the pattern and rules have been firmly established, and should not be changed. In fact, the pronunciation pressure should not change at all. The language used in this variety is super formal. Therefore, one should not simply change, because it has been determined according to applicable regulations. In addition, frozen language is commonly used and has been imprinted for a long time so it is very difficult to change. This frozen variety form is characterized by long sentences, is not easy to cut or chop, and is very difficult to comply with standard writing and spelling requirements. This form of frozen variety requires speakers and listeners to be serious and pay attention to what is written or spoken.

**b) Official Variety (Formal)**

This variation is usually used in state speeches, official meetings, official correspondence, religious lectures, textbooks, papers, scientific papers, and so on. The patterns and rules of the official language have been established in a standard and steady manner. Examples of official variations in speech include

in a solicitor, lecture, a person's conversation with the dean in his office. Talking when a student confronts a lecturer or certain structural officials on campus is also an example of this variety. The characteristics of sentences in this variety are more complete and complex, using precise grammatical patterns and also standard or standard vocabulary.

**c) Business Variety (Consultative)**

This variation is commonly used in casual school talks, meetings, or results- or production-oriented talks. So, it can be said that this variety is the most operational variety. This variety is between the formal variety and the casual variety.

**d) Ragam Santai (Casual)**

This variety is a variation commonly used in informal situations such as chatting with family while on vacation, exercising, recreation, and so on. In this variety, many forms of allegro or shortened speech are used. The elements of the constituent words both morphologically and syntactically are colored by many regional languages.

**e) Intimate Variety**

This variety of language is used by speakers and speakers who have very close and close relationships such as with family members or close friends. This variety is characterized by incomplete, short, and unclear articulation. This conversation takes place between participants who already understand each other and have the same knowledge. In analyzing the variety of language based on the level of formality, it is very dependent on the situational speech. Situational is related to who speaks, what language is used, to whom, when, where, and on what issues.

**Variety of Situation-Based Languages in Chinese**

In Chinese, in general, there are no different forms of cooperative words to indicate different levels of respect. This is very different from Japanese and Korean.

**a. Variety of Formal / Written Language**

Formal Language in Chinese is also commonly referred to as written language. Formal/written language is more standard. In Chinese, it uses a standard formal variety when writing reports or writing official things such as letters of assignment or written agreements(林小平, 2001)

**b. Variety of Informal/ Spoken Language**

Informal Language in Mandarin is also commonly referred to as spoken language. Informal/spoken language is shorter and more relaxed. In Chinese, chatting with others uses informal language because there is no need to pay attention to the standardity of words. If the topic of conversation is at an official event such as a meeting, it is recommended to use official language to uphold politeness (张咏群, 2004)

**Research Methods**

This research is a sociolinguistic research based on the Theory of Language Variety according to the Situation. The data used in this study include primary data and secondary data. The primary data source is taken from the drama video 聊聊日常

(New Life Begins) (2022). Secondary data sources are taken from textbooks, journals, and e-books to assist the research process.

The method used is qualitative descriptive. The data analysis technique uses sociolinguistic research stages, based on the theory of language variety according to the situation in terms of formalities proposed by Martin Joos (1967) to analyze data quotes from the video drama 聊聊日常 (New Life Begins) (2022). The analysis was carried out by describing, identifying each dialogue performed by the character 李薇 Lǐ Wēi in the drama 聊聊日常 (New Life Begins), classifying the types of language according to the situation in terms of formality, and concluding the results of the data analyzed.

## Results and Discussion

### Frozen Variety



**Figure 1.** Frozen variety, 2023  
**Source:** 聊聊日常 Eps 02 (02.35)

“新妇拜宗祠”

“Xīnfù bài zōngcí”

“Bride pays tribute to ancestors”

In picture 01 shows the character Lǐ Wēi performing a traditional ceremony, namely a wedding ceremony, he pays homage to the ancestors. In addition to paying homage to ancestors who have passed away, wedding ceremonies in the Qing Dynasty have many customs, one of which is paying homage to parents, paying homage to heaven and earth as witnesses to the wedding performed by the bride and groom. Traditional ceremonies are a series of activities that use a variety of frozen languages or the most formal languages to carry out these activities, here Lǐ Wēi pays homage to ancestors using frozen language. usually brides can use the word 新娘 (Xīn niáng) which also means bride, which is categorized as the official language. Although frozen and official languages are equally formal, frozen languages use the most official language, which means the language used to honor important sacral or ceremonial matters.

## Official Variety



**Figure 2.** Official variety, 2023  
**Source:** 聊聊日常 Eps 06 (07.03)

“川主川夫人”

“Chuān zhǔ chuān fūrén”

“Great master, Great master's wife”

In picture 02 Lǐ Wēi is at the official big harvest festival, to celebrate the festival Lǐ Wēi arranges food banquets into buffets or takes side dishes that have been served on the table, from the Nine regions of the kingdom all the specialties of the region are available, And Chuan has very spicy specialties, although the spicy Dan Chuan food tastes very good. There is also a specialty of Yan Chuan is fresh fruit. in the picture greeting the leader of the region Xin Chuan or can also be called his father-in-law and mother-in-law, but the use of the word great master is used because the harvest festival includes traditional ceremonies although not as formal as wedding ceremonies. So in the festival using the official language, the aim is that the festival runs solemnly.



**Figure 3.** Official variety 2, 2023  
**Source:** 聊聊日常 Eps 06 (08.15)

“小女斗胆”

“Xiǎo nǚ dòu dǎn”

“I humbly”

In picture 03, Lǐ Wēi is seen thanking the Xin Chuan regional leader who praised him for organizing the harvest festival. Lǐ Wēi used "小女" to refer to himself, the word meaning 'little girl' or self-reference to a respected person. Politely and not too frozen, if using the frozen variety use "臣" which means 'servant' self-reference to the mulya king of the kingdom. Included in the category of various official languages, because the festival ceremony is an official ceremony.

### Business Variety



**Figure 4.** Business variety, 2023  
**Source:** 聊聊日常 Eps 10 (06.09)

“请嬷嬷息怒”

“Qǐng mā mā xī nù”

“Please grandma don't be angry”

In picture 04 at the royal school for the wives of princes, they learn manners, ancient poetry and some crafts such as sewing, embroidery, even flower arranging. In the picture, Lǐ Wēi uses the word "息怒" which means patience or do not be angry. The word is categorized as a variety of business language or can be called a variety of semi-formal language, between formal and non-formal. The word "息怒" falls between formal and non-informal conditions, if non-informal uses the word "冷清" which means patience or refraining from anger.





**Figure 5.** Business variety 2, 2023  
**Source:** 聊聊日常 Eps 10 (06.20)

“那任凭嬷嬷处置”

“Nà rèn píng mā mā chǔ zhì”

“Then let grandma decide”

In picture 05 Lǐ Wēi told the grandmothers of the school administrators to impose punishment or sanctions on them, for breaking the rules. Lǐ Wēi uses the word "处置" which means to decide, this is categorized as a variety of business or semi-informal language, can use the word "决定" for non-formal language, has the same meaning of 'decide' but is used in different situations.

### Casual Variety



**Figure 6.** Casual variety, 2023  
**Source:** 聊聊日常 Eps 10 (06.20)

“你不生我气”

“Nǐ bù shēng wǒ qì”

“You are not angry with me”

In picture data 06, Lǐ Wēi calls the sixth prince or her husband "你" which means you, initially Liwei called her husband "六少主" which means the sixth young master, because her relationship with her husband was getting closer, Lǐ Wēi used casual language to chat with her husband, her husband including close relatives and family.



**Figure 7.** Casual variety 2, 2023  
**Source:** 聊聊日常 Eps 03 (07.07)

“我知错了”

“Wǒ zhī cuò le”

“I know, I made a mistake”

In the 07th data picture, Lǐ Wēi kowtows to ask forgiveness for the wrongs she has committed, she leads her husband to die soon, but what happens is that the royal school exams are about to arrive. Lǐ Wēi used the word "我" to refer to herself when communicating with her husband, because they were family, not by using "小女" or "夫人" which means mistress or wife to refer to herself in front of close family, other than not in very formal ceremonial activities, but only in the house they lived in.



**Figure 8.** Casual variety 3, 2023  
**Source:** 聊聊日常 Eps 02 (11.35)

“那我走了”

“Nà wǒ zǒu le”

“I’ll go first”

In picture data 08, Lǐ Wēi is saying goodbye to her childhood friend Hao Jia, she is the wife of the crown prince, Lǐ Wēi uses the word "走" which means to go to say goodbye, although Hao Jia's title is higher but they are Karin's best friends, so using casual language, they are like family. Lǐ Wēi did not use the word "告退" which means goodbye used in official meetings of royal officials.

### Intimate Variety



**Figure 9.** Intimate variety, 2023  
**Source:** 聊聊日常 Eps 15 (09.10)

“峥哥哥”

“Zhēng gē gē”

“Brother Zheng”

In picture data 09, Lǐ Wēi calls her husband's sixth prince as brother, not sixth young master, because the relationship between the two is getting closer, and the two already know each other, their relationship is very close, Lǐ Wēi does not need to use official or formal language, he uses a variety of familiar language when chatting with friends or relatives, the difference with casual language is that casual language is used equally to family or friends, but the casual language is limited by the norm, but the variety of familiar language, Lǐ Wēi calls her husband by the name of brother, not "夫君" which means husband.



**Figure 10.** Intimate variety 2, 2023  
**Source:** 聊聊日常 Eps 15 (11.10)

“不要太辛苦尹峥”

“Bùyào tài xīnkǔ yǐn zhēng”

“Don't overwork Yin Zheng”

In picture 10, Lǐ Wēi calls the sixth young master by name, the use of this variety of familiar language is based on Lǐ Wēi's relationship with her husband is very close, they do not want there to be a gap between husband and wife, so Lǐ Wēi calls her husband by name, it sounds very familiar. And there is no need to pay attention to manners if you are talking to the closest person who is very familiar.

### **Conclusion**

Based on data analysis of the results of research on various languages according to the situation used by the character 李薇 Lǐ Wēi in the drama 聊聊日常 (New Life Begins), it can be found that Lǐ Wēi uses various languages according to the situation based on his formality because the character Lǐ Wēi meets many people from various groups, social statuses, and social relationships in various situations.

According to the data it can be found that the use of frozen variety is used in very sacred situations or very important ceremonies, which is used by Lǐ Wēi at the time of his wedding precisely during the ceremony of honoring the ancestors. The use of the formal variety was used in official and important situations, used by Lǐ Wēi during major official ceremonies such as during the harvest festival when greeting his father and mother-in-law and the ruler of Xin Chuan county. The use of the consultative variety was used in important but not very formal or semi-formal situations, which was used by Lǐ Wēi when talking to grandmothers of royal school administrators for the wives of princes. The casual variety is used in informal situations, used by Lǐ Wēi during conversations with her husband's family, close friends, and husband. The use of intimate variety is used in informal situations with people who have a very close relationship, which is used by Lǐ Wēi when talking to her husband. According to the results of the study, it can be found that the variety of language most widely used by Lǐ Wēi characters is the casual variety.

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