# CHAPTER I

# INTRODUCTION

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## 1.1 Background of the Study

In exploring ideas, thoughts, feelings, etc, every human being needs to interact with other persons around him. One way of doing this is through language which is specifically so human that it differentiates human beings from other creatures. To this poi nt, de Saussure says that language is a social foundation (Nababan, 1991:1). There is a solid connection between language and its society. Language cannot be separated from the language users and vice versa. Frequently, the language used shows who the language user is, where he lives, and what social status he has. The study about language connected with the social dimensions is then called sociolinguistics.

In the process of communication, the speakers, like it or not, have to address one another. Therefore, terms of address are needed by speakers. In order to address each other properly both the speaker and the listener should have a "name" to make it easier for them to start any verbal interaction.

Holmes (1992:3-4) claims that "Languages provide a variety of ways of saying the same thing-addressing and greeting others, describing things, paying compliments." Many different ways of addressing one another can be

found in the language of any community. One of the ways is "naming" one another. As such, one can have more than one name in his life. Sometimes (s)he is addressed with several names in the space of three hours. Sometimes very nasty names are used; yet, none of them is deliberately insulting. Everybody chooses address terms according to whom s(he) is talking to. Yet, (s)he has to be careful in choosing the suitable address terms, in order to avoid misinterpretation. The choice of a suitable address term depends on the relationships between the interlocutors in the particular situation and their feelings toward each other. For example, nicknames are often used between people who know each other well. To this point, Holmes (1992:2) says that "Language choice conveys information about the social relationships between people."

Holmes (1992:12) further claims that the choice of suitable address terms depends on the social factors such as Participants, Setting / Social contexts, Topic, and Language Function which are closely related to the following social dimensions: Distance, Status, Formality, and Language Function.

Distance refers to the socio-psychological relationship between the speaker and the listener. The degree of their being close to each other determines the type of address term they choose to address each other. The

closer they are the more intimate address terms they will use. Status refers to the relationship between the speaker and the listener whether they are in the same social status or not. The degree of their being superior or subordinate or equal in social status determines the address term they use to address each other. Formality refers to the nature of setting in which the interaction takes place. The more formal the conversation is the more formal address terms will be used. Language Function refers to the topic and purpose of the interaction. The topic and purpose of a conversation determine the choice of address terms. The speaker and the listener will use the more formal address term when the topic and purpose of the conversation is formal.

For an illustration, there is a third semester student of Widya Mandala University who is very fond of reading a comic book entitled *crayon*. Her intimate friends know this habit of hers and usually address her *crayon*. This however, does not insult her at all as she has a very close relationship with them. On the other hand, they dare call her that way because they are very sure that she will not feel insulted.

Inappropriate application of address terms could create misscommunication because the listener might feel insulted. The feeling of being insulted may happen because the addresser uses the address terms

which are not suitable to the seniority, age, social status, and gender of the addressee.

Getting involved in verbal communication and interaction, the writer has to address other people using suitable address terms. She has to pay attention to the social factors and social dimensions when she needs to address another person in a conversation. For example, she addresses the owner of her boarding house with a mockery address term *Omplung* (means a tin). He (*Omplung*) is about 60 years of age. Although he is much older but is very friendly to the girls who live in his boarding house. He likes to joke with them and to call them names. For example, he sometimes calls one of the girls *baby* or *babi* (a pig) and she calls him *Omplung* (means a tin). This address term, *Omplung*, never appears whenever his guests or business partners are around. Instead they choose the address term *Om (an old man)*. It is used only by the girls who live in his boarding house. The girls, who live in his boarding house, carefully choose address terms used to address him

The experiences in using different address terms in the same social context and using the same address term in different social contexts, interested the writer to do a study on it. There have been many studies that describe and analyse various kinds of address terms related to the participants, setting, topic, and function. Yet, there has not been any study

that describes and analyses the address terms used by people to address a person who in turn analyses the address terms s(he) uses to refer to herself or himself. This fact justifies the writer's selection of the research topic under report.

## 1.2 Statements of the Problem

With reference to the background of the study, the following research questions were formulated:

(1) What terms of address does Amanda (the writer) use to refer to herself when talking to other people around her?

(2) What terms of address do the people around Amanda use to address her in their daily interaction?

(3) What are the factors determining the choice of the address terms used by Amanda to refer to herself when talking to other people around her?

(4) What are the factors determining the choice of the address terms used by people around Amanda to address her?

## 1.3 Objectives of the Study

In line with the research questions formulated in section 1.2, this study intended to describe:

(1) The address terms used by Amanda Wijaya to refer to herself when talking to other people around her.

(2) The address terms used by other people to address Amanda Wijaya in daily interaction.

(3) The factors determining the choice of the address terms used by Amanda Wijaya to refer to herself when talking to other people around her (Amanda).

(4) The factors determining the choice of the address terms used by people around Amanda Wijaya to address her (Amanda Wijaya).

## 1.4 Significance of the Study

The results of this study should give some contribution to the varieties of sociolinguistic studies, especially in terms of using appropriate terms of address. It is also expected that this study will be useful for the students of the Faculty of Teacher Training and Education at Widya Mandala Catholic University as they can have a topic for their thesis by doing a further research on this study.

## 1.5 Scope and Limitation of the Study

Realizing how broad the discussion of this study could be, the writer limited the study under report to the following points:

(1) The subjects under study are the terms of address used by Amanda to address herself and those used by other people to address Amanda, the researcher of the study under report.

(2) The analysis of the terms of address was focused on the setting, participants, topic, and function that determine the choice of appropriate terms.

(3) The settings are the writer's campus, neighborhood, boarding house, and home.

## 1.6 Theoretical Framework

This study was based firstly on the theories of address terms which cover the nature of the terms of address, the types, and functions of the terms of address. Secondly this study was also based on the theories of social factors and social dimensions of address terms that determine the appropriate choice of address terms.

The theories of address terms were chosen as the underlying theories because the study intended to describe address terms used by other people to Amanda Wijaya and those used by Amanda Wijaya to refer to herself. The Social factors and Social dimensions theories were also useful for this study

because they help the writer to analyse the underlying reasons of using such address terms.

## 1.7 Definition of Key Terms

There are some terms that need to be defined in order to enable the readers to understand the whole thesis.

(1) **Term of Address** is one of the linguistic means by which speakers mark their psycho-social orientation to their addressees, (Bright Vol I, 1992:23).

(2) **Amanda** is the only subject of this study (i.e. the writer of this thesis).

(3) **Title** is term of address using the occupational title or courtesy title accorded people in certain status, (Tripp in Pride and Holmes,1972:228).

(4) **Term of Endearment** is unmarked when used symmetrically between people who perceived their relationship as intimate, (Bright Vol I, 1992:24).

(5) **Multiple Names** are various address terms in which are used by the addresser to the addressee, (Brown and Ford in Hymes, 1972:218).

(6) **Solidarity** is the relationship between the participants, (Holmes, 1992:13).

(7) **Status** is the social position of the participants in a community, (Holmes, 1992:13).

(8) **Formality** is a various kinds of situation contexts, (Bright Vol III, 1992:324).

(9) **Communication Function** is why the participants are doing the conversation, (Holmes, 1992:12).

(10) **Referential Function** is a function to convey objective information, (Holmes, 1992:14).

(11) **Affective Function** is a function to express someone's feelings, (Holmes, 1992:14).

(12) **Setting/Social Context** is a condition in terms of time and place in which a conversation takes place, (Hymes,1972:60).

(13) **Participant** is the subject; addresser-addressee, speaker-listener, hearer-receiver who is doing the conversation, (Hymes,1972:58).

(14) **Superior** is a person of higher social rank, authority, or age, (Hornby A. S, 1986:868).

(15) **Subordinate** is a person of junior in social rank, authority, or age, (Hornby A. S, 1986:862).

## 1.8 Organization of the Thesis

This thesis consists of five chapters. The first chapter is the introduction. It is about some explanation of background, the statement of the problem, the objective of the study, the significance of the study, the scope and limitation of the study, the theoretical framework, the definition of key

terms, and the organization of the thesis. The second chapter reviews some literatures related to the study. It discusses the theories used in the study, they are Terms of Address theories and Speech Functions theories. The third chapter is about the research methodology in which discusses the nature of the study, the subject of the study, the research instruments, the procedures of collecting data, and the procedures of analysing data. The fourth chapter is about the data analysis, findings and discussion of the findings. The fifth chapter is about the conclusion. It discusses summary and some suggestions concerning the topic under the study. At the end of this thesis, there is a list of reference used in carrying out the study and reporting the results of this study.