AN ANALYSIS OF ADDRESS FORMS IN "CINDERELLA" MOVIE BY KENETH BRANAGH: SOCIOLINGUISTIC APPROACH

THESIS

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DECLARATION OF THE THESIS ORIGINALITY

I, Riki Mohamad Aziz, NPM No. 151210130
Hereby declare that the term paper entitled:

AN ANALYSIS OF ADDRESS FORMS IN "CINDERELLA" MOVIE BY KENETH BRANAGH: SOCIOLINGUISTIC APPROACH

It is my real work and I realize that this thesis has never been published in other media before, in part or in full, on my behalf or in others.

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Riki Mohamad Aziz
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ABSTRAK

Penelitian ini adalah sebuah analisa sosiolinguistik tentang bentuk sapaan yang terdapat di dalam film "Cinderella". Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis bentuk sapaan yang digunakan dalam film "Cinderella" dan mengungkap tujuan dari penggunaan bentuk sapaan tersebut. Peneliti menggunakan pendekatan sosiolinguistik dan teori tentang bentuk sapaan oleh Meyerhoff (2006). Peneliti menggunakan teori yang relevan dengan topic diskusi dalam penelitian ini. Penelitian ini adalah penelitian dskriptif kualitatif. Dengan tujuan bahwa sapaan utama adalah fokus utama, istilah sapaan menunjukkan keunggulan, perhatian, mendapatkan atau menemukan fungsi bentuk sapaan. Metode yang digunakan adalah kualitatif, dengan sumber data utama yaitu naskah film "Cinderella". Peneliti mengumpulkan data melalui observasi berpartisipasi pasif, dengan cara menonton film, mengunduh transkip film, dan membuat catatan. Peneliti menampilkan data menggunakan metode tidak resmi. Hasil data yang ditemukan dari jenis bentuk kata sapaan dalam film adalah Surname Plus Professional Title dua data, Direct empat data, Given Name tiga data, Standard Short Form of Name dua data, Special Nicknames empat data. Hasil dari tujuan kata sapaan dalam film terdiri dari Convey Information tujuh data, Used a Nominal That Can Be Characterize or Categorize enam data, Used in Call and Refer dua data. Dari data tipe kata sapaan yang paling umum digunakan adalah Direct dan Special Nickname sedangkan jenis yang tidak ditemukan dalam film tersebut adalah Surename Only dan Title or Kinterm Plus Given Name. Untuk tujuan kata sapaan yang paling sering ditemukan adalah untuk Convey Information dan yang jarang ditemukan adalah untuk Used Call and Refer. Akhirnya, penelitian ini diarahkan untuk memberikan penjelasan mendalam tentang bentuk sapaan, tujuan penggunaan dari kata sapaan.

Kata kunci: bentuk sapaan, sosiolinguistik

ABSTRACT

This research is an analysis of sociolinguistics about address form found in "Cinderella" movie. The aim of this research was to find out the types of address form in the "Cinderella" movie and to reveal the purpose of using the form. The researcher used sociolinguistics approach and the theory address form by Meyerhoff (2006). The theory applied in this research was taken from the book and tittle "Sociolinguistic Approach" proposed by Meyerhoff (2006). The researcher applied the other theories which was relevant to the topic of discussion. This research was the descriptive qualitative research. With the aim that the primary greeting is the main focus, the term hail indicates excellence, attention, seeking or finding the function of the address forms. The researcher collected the data through passive participation observation, through watch the movie, download the movie script, and note-taking. The researcher presented the data through the informal method. The result of data found from the types of address form in movie were Surname Plus Professional Title two data, Direct four data, Given Name three data, Standard Short Form of Name two data, Special Nicknames four data. The result of the purpose of address from in the movie were Convey Information seven data, Used a Nominal That Can Be Characterize or Categorize six data, Used in Call and Refer two data. From the data most common used of the type of address forms were Direct and Special Nickname while the types that were not found Surname only and Title or Kinterm Plus Give Name. For the purpose of address form, most common found in the data was Convey Information and the rarely found was Used Call and Refer. Finally this research directed to give explanation deeply of address from types and purpose of using address from.

Keywords: address form, sociolinguistic

ACKNOWLEDGMENT

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CHAPTER I
INTRODUCTION

1.1. Background of the Research

By using language, people define their relationships with each other and identify themselves as part of social groups. As such, the use of incorrect forms of address can hinder effective communication between speaker and listener. Afzali (2011) explains that address form is the crucial linguistics feature which can reflect speaker's attitudes toward and relationship with the address. This means that the form of address shows the social relationship between speaker and listener in terms of social status and distance. In this case, sociolinguistic field such as the address of the social function form of language can be more clearly realized. It means that understanding address form is important in communication and for people life.

In address forms, there are several ways to know how we can address another. According to Holmes and Mayerhoff (2003) address form consist of surname plus professional title (Dr./Prof Robinson); surname only (Robinson); title or kinterm plus given name (Auntie Blanche/Papa John); direct (mommy/mama, daddy/papa, uncle, grandma, grandpa); given name (Christine, Christopher); standard short form of name (Chris); special nicknames (Teddy Bear, Bat Girl).

There was phenomenon occurring that relates to the address from in daily activity, for example in the workplace. The following was the figure showed the conversation between the speaker and listener in the workplace used address form.

Figure 1.1

From figure above, the researcher found the address from, "boss and nek". The speaker used the address from to build relationship closely between the speaker and listener. Therefore, the address from truly occurred in social daily activity and society.

The first phenomenon of address forms also found in movies such as in "Cinderella" Movie for example:

Cinderella   : **Papa** welcome home.

This conversation happened when Cinderella show her father coming home. She welcome her father by called him "Papa". It included type of address form direct because she called her father spontaneously.

The second phenomenon of address forms also found in movies such as in "Cinderella" Movie for example:

Cinderella   : who looks after us?

Mother   : **fairy godmother**, of course.

This conversation above showed address from "Fairy Godmothers". Mother of Cinderella told to her daughter why animal can understand and listen human language. Her mother called the fairy by used fairy godmother because the fairy was old lady. Therefore "Fairy Godmother" is an address form with type of special nicknames.

There are several benefits if people understand the address form clearly. Mardiha (2012) said that address forms can be used in greeting others to attract their attention or to refer them in conversation. Moreover, Fuller (2015) Said that the differences types and purposes are only focuses on analyzing the types and purposes of address forms and uses Cinderella movie 2015 as the source of data. In other words, the linguistic forms used to talk to others can reflect the complex social relations of individuals in the language community. It was also stated that the best place to look for correspondence between language and society in grammar is in pronouns and address forms. Therefore, these forms of address are very attractive to sociolinguists, anthropologists and social psychologist because these forms can manifest the relationship between language and society.

People can find the example of address form which is used in daily activity such as conversation on telephone, dialogue interactive on radio, or debate on

television; used in literary works like novels, plays or short stories; used in the educational texts, informational papers, or entertainment program like TV serial, animation series, and film. Film or movie is an audio-visual moving pictures and sounds which shows in the cinema and includes the story inside the movie with hidden values. Nowadays, people are attracted by movie dominantly. They who live in the metropolitan city need an activity to entertain themselves and watched movie is one of the options. Indeed, people in the entire world always are waiting for the best box office movies every year.

The researcher used "Cinderella" movie for this object of the research. "Cinderella" was 2015 American romantic fantasy film, directed by Kenneth Branagh. The film is a live action to reimagining of Charles Perralut's eponymous folk tale and Walt Disney's 1950 animated film on the same name. "Cinderella" had its world premiere on February 13, 2015, at the 65th Berlin International Film Festival and was released in theatres on March 13, 2015. It means that "Cinderella" is a popular movie with good reputation and review in 2015.

According the researcher address form was one of sociolinguistics subject which learn about the greeting in utterance, so it was a vital subject in order to socialize the language. Researcher was interested in analyzing the address form in the film "Cinderella". The reason researcher took this topic because to increase knowledge about address form in sociolinguistics scientifically and like the story in the movie. Furthermore, the researcher made the research under the title "Address Forms Found in "Cinderella" Movie by Keneth Branagh" an Analysis of Sociolinguistics".

1.2. Identification of the Problem

Based on the background of the research above, the identifications of the problem in this research were as the following:

1. Types of address forms found in "Cinderella" movie;

2. The used of address forms in "Cinderella" movie;

3. The purpose of using address forms in "Cinderella" movie;

4. The benefit of using address forms in "Cinderella" movie.

5. The reason of using address forms in "Cinderella" movie.

1.3. Limitation of the Problem

Based on the identification of the problem above, the researcher need to limit the problem to focus on the research topic. Given the time constraints in conducting this research, researchers limited the problem to:

1) Types of address forms found in "Cinderella" movie.

2) The purpose of using address forms in "Cinderella" movie.

1.4. Formulation of the Research

Based on the limitation of the problem above, the formulations of the problem in this research are:

1) What are the types address forms found in "Cinderella" movie?

2) What are the purposes of using address forms in "Cinderella" movie?

1.5. Objective of the Research

Based on the formulation of the problem above, the researcher determines the objectives of the research into:

1)   To found out the types of address forms in "Cinderella" movie

2)   To found out the purposes of using address forms in "Cinderella" movie

1.6. Significance of the Research

There are two main things related to the importance of this research; theoretically and practically. In theory, for researcher, this research is important for applying theory to data. The researcher want to improve the knowledge about address form in sociolinguistics scientifically. For common people, this research showed the address form to ordinary people and guide them to study the address form. For lectures, this research was created to enhance the discourse about address form in sociolinguistics study.

Practically, for the researcher, this research is structured to complete the final thesis. For lay people, this research may help them to understand and appreciate the use of address form. The researcher hopes that this research is able

to be the example of application of address form in sociolinguistics study. For lectures, this research stands as a reference in sociolinguistics approach, especially for address form analysis and helps the further researchers.

1.7. Definition of Key Terms

The key terms exist in this research are :

1. **Address form** : The crucial linguistics feature which can reflect speaker's attitude toward and relationship with the addressee Afzali (2011)

2. **Sociolinguistics** **:** The study about how the social factors influence the structures and uses of language. It can be used to describe various ways of learning languages. Sociolinguistics discusses how people use language Meyerhoff, (2006).

CHAPTER II

REVIEW OF RELATED LITERATURE AND

THEORETICAL FRAMEWORK

2.1. Sociolinguistics

Sociolinguistics was one of the fields of macro linguistics or the broadest view of language. According to Trask (2015) sociolinguistics was the branch of linguistics which studies the relation between language and society. It means that sociolinguistics was the study about how the social factors influence the structures and uses of language. It can be used to describe many different ways of studying language. Meyerhoff (2006) said, sociolinguistics was a very broad field, and can be used to describe various ways of learning languages.

There many fields of sociolinguistics; there were accent and dialect, register and style, age and gender, code mixing and code switching, language and ideology, politeness and address form, and so on. Address form was the crucial linguistics feature which can reflect speaker's attitudes toward and relationship with the addressee. It is used to define the human relationship to each other and identify themselves as part of a society group. It demonstrates the social relationship between a speaker and a listener in terms of status and social distance Afzali (2011).

The field of sociolinguistics which is taken in this research was address form or the crucial linguistics feature which can reflect speaker's attitudes toward and relationship with the addressee which indicates someone in social group. The

obvious explanation about the definition of address form was explained in the section below.

2.1.1. Address Form

Address form was the crucial linguistics feature which can reflect speaker's attitudes toward and relationship with the addressee (Afzali, 2011). It was used to demonstrate the social relationship between a speaker and a listener in terms of status and social distance. Define the people relationship to each other and identify themselves as part of a social group. People usually used the address "Mother", "Papa" refers to the caller of parents "Doctor" to convey information about their job.

2.1.2. Types of Address Form

According to Holmes and Meyerhoff (2003), the types of address form consist of five types.

1.) Surname plus professional title

   Is used when someone just calls someone just with the tittle.

    Ex: Dr. /Prof./Capt.

2.) Surname only

   Is used when someone calls person only with the name.

    Ex: Robinson

3.) Title or kinterm plus given name

Is used when someone calls person with the name and tittle.

Ex: Ms. Blanche/Auntie Blanche/Granny Rose/ Papa John.

4.) Direct

Is used when someone calls the person with spontaneous

Ex: mother/mom/mommy/mama.

5.) Given name

Is used when someone gave name to animal, someone or thing.

Ex: Momo for the kitten.

6.) Standard short form of name

Is used when someone calls person only with the short name.

Ex: Chris from Cristopher

7.) Special nicknames

Is used when someone gave who you think good or bad to someone special name.

Ex: Crisco for Chris because the girl love Chris

2.1.3. Purposes of Using Address Forms

The following was the purposes of using address forms based on Meyerhoff (2003).

1.) To convey information

People who refer to the other people they talk about and also, of course, to other things that they talk about. Expressions that refer to

play the role of grammar like a subject or object. Usually, they identify participants in the possibilities pointed out by verbs: they are what are called linguists' arguments from verbs (or sometimes from other expressions, for example, prepositions).

2.) Using nominal that can be characterize or categorize

The speaker assumes that references are indeed by that nominal. But the content of nominal labels is often just a way to get attention focused on a particular individual, and other ways in many cases might do the same thing too.

3.) Used in a call refer (where the address form might be an entire greeting) or greeting or at another opportunity to get the attention of the person or people to whom the speech is directed: such use has been called a call. By analogy with the lines on an envelope that directs the message inside to a specific location, the term address shows the superiority of the get-search function or "find" these address forms, although some analysts want to order the term for non-calling usability.

2.2. Review of Previous Research

Analysis of address forms had been written in some of research such as a journal by Afzali (2011) titled *The Address Forms of Spouses in Different Social Strata in Iran and Its Sociolinguistic Implications* from Sheikhbahaee University, Iran; a journal by Mardiha (2012) titled *The Role of Age and Gender in the Choice of Address Forms: A Sociolinguistic Study* from Sheikh-Bahaei University, Iran; and a thesis by Ghaida (2015) titled *The Use of Address Form in Relation to Politeness Strategies by the Characters in "New York Minute" Movie.*

The first, was a journal by Afzali (2011) titled Address the Form of Pairs in Different Social Strata in Iran and its Sociolinguistic Implications. He was an Assistant Professor at Sheikhbahaee University, Isfahan, Iran. The purpose of his research was to investigate the various terms applied by couples to overcome each other in different social strata in Iran and to discuss what was reflected in these patterns about the strength and relationship of partner solidarity in Iranian society today. He used a social class questionnaire, 97 participants were grouped into upper, middle and lower middle classes and then the patterns used by them were determined. He believed the data shows that Iran's religious and patriarchal society plays an important role in how couples interact. Furthermore, this showed that with the increase of educated and working women, the relationship between partner's moves towards solidarity; however, strength had found new ways of manifestation.

The second was a journal by Mardiha (2012) titled *The Role of Age and Gender in the Choice of Address Forms: A Sociolinguistic Study*. He was a corresponding author at Department of Foreign Languages, Sheikh-Bahaei

University, Isfahan, Iran. The object of his research was to investigate the impact of gender and age on the choice of address forms in Persia. The hypothesis was that variations in the form of address were not only related to the sex of the person they are talking to but also with their age. For this study, 30 students (15 men and 15 women) participated in this process so they were all asked to fill out the questionnaire presented in the appendix. The results of data analysis show that both men and women more often used forms of address formality in talking with people older than both sexes which indicate a more significant age than gender in determining pronouns in the Persian language address system.

The third journal there were also some national researches from Indonesia. One of the national researcher was Tobing (2013) with the research entitled "How to Say "Hello" In Indonesian language (Teaching Indonesian Address Form)". This research aimed to explain the Indonesian address terms for greeting and the use for students in schools. Indonesian address form were used as the data in this research. The data were analyzed by describing the use of address form in a dialogue. The conclusion from this research showed that the use of address forms depends on the status of a person like age, occupation and gender and also address forms used in the Indonesian language was more variable and have many choices of words that can be used as an addressing.

The fourth national journal researcher was Susanto (2014) with the title "The Pragmatic Meanings of Address Terms *Sampeyan* and *Anda*". This research aimed to find out the used of address terms *sampeyan* and *anda* by the students from Probolinggo and Pasuruan, East Java, Indonesia. The research was done to

investigate the factors that influence the speaker and interlocutors to use the address terms *sampeyan* and *anda*. There were some theories were applied to analyze the data, which are address terms Wardhaugh (2002), Politeness theory Brown & Levinson (1987), *sampeyan* and *anda* Wolf & Poedjosoedarmo (1982), and Power and Solidarity Brown & Gilman (1960). This research concluded the result which stated that the address forms *sampeyan* mostly used to brothers, older friends, biological parents as a manner of respect. There was one surprising finding which is *sampeyan* was also used for kyai (a person who has high level of knowledge about Moeslem religion) to express politeness. The address forms *anda* was frequently applied to lecturer/teacher and *kyai*. This address term was commonly used to show the manner of respect, formality and politeness.

The fifth was a thesis by Ghaida (2015) titled *The Use of Address Form in Relation to Politeness Strategies by the Characters in "New York Minute" Movie.* Her thesis discussed the use of address form in relation to the application of the politeness strategy. She took some dialogues from "New York Minute" (2004) Movie randomly as the data. The data describe the application of the politeness strategy by using the address form. She used the note-taking technique in order to collect the data. The data was analysed by using the sociolinguistics approach. In analysed the data, she used the theory of Wardhaugh (2002) to determine the types of address form. She also used Brown and Levinson (1987) theory to determine the reasons of using the address form in relation to the application of politeness strategy. The result of her research was the data shows that the address form of ttitle was the most dominantly used by the characters in the "New York Minute" movie,

that is 39%, address form of first name is 28%, address form of title first name or title last name is 17%, nickname 11%, and last name 5%. The first reason of using address form is the difference of authority 24%, respect to the other characters 17%, the difference of social status, age and gender 15%, family and desire to be close to the other characters 9%, the equality of the social status and intimation of characters 6%, desire to decrease the social distance and emergency situation 4%, formal and informal situation 2%, and intimate relationship 2%.

The sixth researcher was You (2014) from Polytechnic University, China with the title "Analysis on the Generalization of the Address Term "Teacher" in Chinese from the Perspective of Sociolinguistics". The aim of this research was to explain the blooming trends of address term "teacher" or "laoshi" in Chinese and the reasons of generalization from the sociolinguistics perspective. The researcher proposed a hypothesis that the address term "laoshi" may change into a phatic expression for the analysis of research. The results found that the generalization of the address term "laoshi" lies in the aspect of politeness, power, solidarity, culture, language, context and deficiency.

The seventh researcher was Pauletto, Aronsson and Galeano (2016) with the title "Endearment and Address Terms in Family Life: Children's and Parents' Requests in Italian and Swedish Dinnertime Interaction". This research focused on the use of endearment and affective terms in requesting in family interaction as social action. The research involved 16 families, which included 38 children ranging between 1.5 years old to 13 years old. The researcher observed the families for a week or 25 hours in total with a video placed during the dinner time

documenting the participation of family members. The research analysis showed several ways in which endearment terms were repeatedly used in requesting, marking trouble and intimacy. The result of this research explained that the endearment terms were mostly used by the parents, not the children. The children showed their affective stances with an arrangement of nonverbal and nonvocal manner, besides, the parents used the endearment terms, nicknames and diminutives, as lexical devices involving intimate bonds. Moreoever, children's requests intended as an immediate action about activities relate to the food and parental requests were often considered as repressive actions, affected by the children behavior.

Seventh previous researches above were related to present research in the approach. The approach of previous researcher used sociolinguistics approach, specifically address forms. The differences between these seven previous researches and this research are the methods of the research. The first and second researches use the population and sample, meanwhile this research used the movie as the object. The third research also uses movie, but in different movie title. The fourth until seven same each other. So, the seven previous researches above are different with this study.

2.3. Theoretical Framework

This research contain a framework that showed a brief summary to help researcher achieve his objectives in analysing data and help readers to understand this research more easily by presenting it in a diagram. The theoretical framework in this research began with explained sociolinguistics as the approach by Meyerhoff (2006). Then, it was analysed address form by Holmes and Meyerhoff's (2003) which divided into types and purposed by Holmes and Meyerhoff's (2003). The research was applied to analyze address form in the movie entitled "Cinderella" which was published on 2015. Theoretical framework of this research is illustrated below.
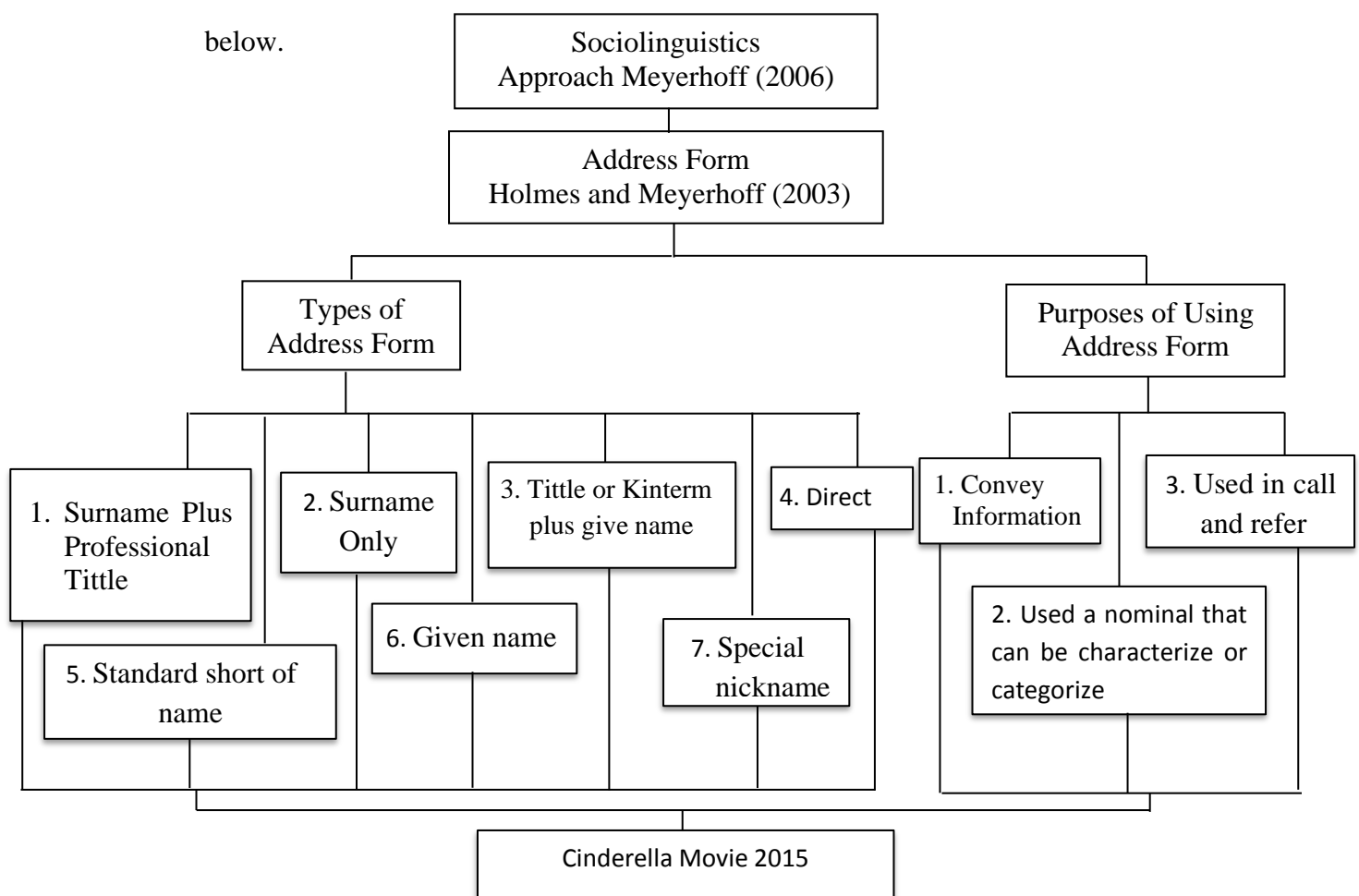

Figure 2.1. Theoretical Framework

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

This research analyzed the types of address from in the Cinderella movie by Kenneth Branagh in the Cinderella movie 2015. There are two types of research designs; they are quantitative and qualitative research. Quantitative research is a method to find and collect data that can be measured with number and percentage. However, qualitative research has comprehension data and cannot be measured by numbers. Qualitative research has a descriptive base in order to understand a phenomenon more deeply. This research used descriptive qualitative method. The researcher used descriptive qualitative method because the data is in the form of words, phrases and sentences not in the form of numbers. The descriptive qualitative method was applied to analyze address forms in *Cinderella* movie 2015.

3.2. Object of the Research

The object of this research is address forms. The address forms were analyzed based on Meyerhoff (2003) theory. The address terms have its types and functions. The types and functions of address terms were analyzed in a movie entitled *Cinderella Movie 2015*.

3.3. Method of Collecting Data

There are two ways in collecting the data namely observational method and interview method Sudaryanto (2015). According to Sudaryanto (2015), observational method is a research method which is done by observing the object of research in its context, whereas interview method is a method of question and answer between researchers and informants directly. The researcher collected the data with observational method because the data lies in a movie. In observational method, there are participatory and non-participatory techniques. Participatory means a researcher observed while engaging in interaction with speakers. However, in non-participatory, researcher did not engage in interactions with speakers. Non-participatory technique was used in this research because the researcher did not engage with the speakers in the movie. The researcher only watched the movie and observed the utterance. There were several steps that were done to collect the data. First, the researcher downloaded the *Cinderella movie 2015*. Second, the movie was watched several times. Third, the researcher classified the utterances which contain address forms.

3.4. Method of Analyzing Data

This research used address terms theory from Meyerhoff (2003) to analyze the data. The address forms analysis consists of types and functions of address terms. In analyzing the data, pragmatic identity method by Sudaryanto (2015) was applied. Pragmatic identity method was a method that have interlocutor as a

determinant. This meant that every utterance depends on the context of the situation with the interlocutor.

There were several steps in analyzing data. Firstly, watching and learning about the movie. Secondly, reading the script of movie and highlighting of conversations. The highlighted of script were analyzing logically types and purposes by types of address form proposed by Meyerhoff (2003). Then, each of the address form and the purpose clustered to the eight types address form and three purposes. In this analyzing there was not the reducing because there were found the same data but had the different purposes.

3.5. Method of Presenting Research Result

Presenting research result is an attempt by the researchers to display result of analysis in form of written reports Sudaryanto (2015). According to Sudaryanto (2015), methods of presenting research result are formal and informal. In formal method, the result is presented in formulations using numbers, signs and symbols, whereas informal method is used to present the result with ordinary words. This research used informal method in presenting the research result because the results of the analysis are in the form of sentences without any numbers.