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).