

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 title.

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 Sheikhbahae 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 Sheikhbahae 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 title 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. Moreover, 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 contained 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.

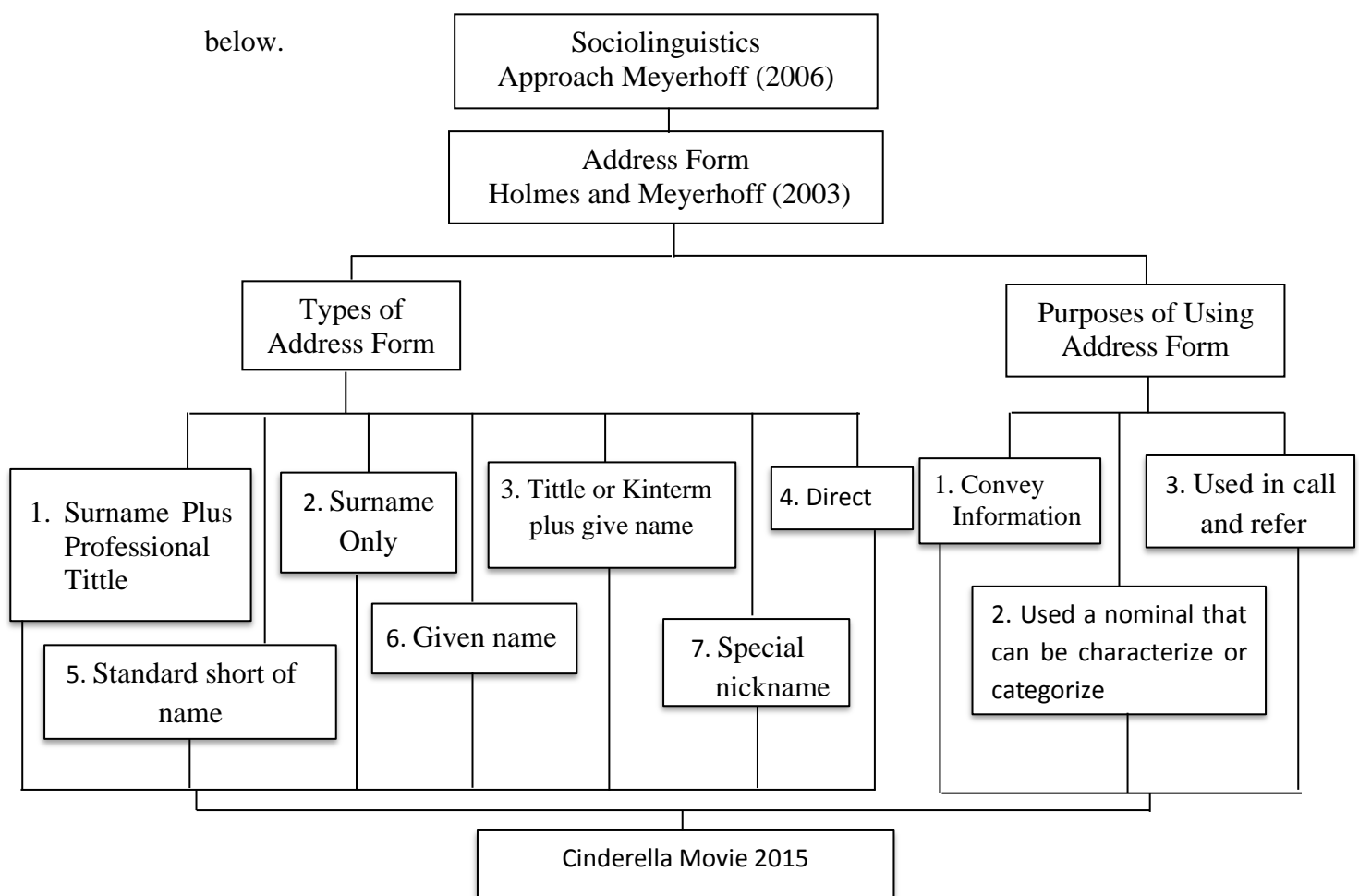


Figure 2.1. Theoretical Framework