

**AN ANALYSIS OF ADDRESS TERM IN MARVEL
"ENDGAME" MOVIE: SOCIOLINGUISTICS
APPROACH**

THESIS



By

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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF SOCIAL SCIENCE AND HUMANITIES
PUTERA BATAM UNIVERSITY**

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SURAT PERNYATAAN ORISINALITAS

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DECLARATION OF THE THESIS ORIGINALITY

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I, Egi Agung Andikha NPM No. 171210083

Hereby declare that thesis entitled

AN ANALYSIS OF ADDRESS TERM IN MARVEL "ENDGAME" MOVIE: SOCIOLINGUISTICS APPROACH

Is real work from myself and I realized that this thesis has never been published in other media before, partially, or entirely, in the name of mine or others.

Batam, 01 September 2022



Egi Agung Andikha
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APPROVAL PAGE

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This thesis has been approved to be submitted on the date as indicated below

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v

ABSTRAK

Ilmu yang mempelajari hubungan Bahasa dan keadaan sosial disebut sosiolinguistik. Oleh karena itu, penelitian ini menggunakan pendekatan sosiolinguistik. Sebab, tujuan peneliti adalah untuk mengidentifikasi jenis dan fungsi penggunaan kata sapaan. Kata sapaan tidak hanya digunakan dalam berkomunikasi sehari-hari. Namun juga, dapat diaplikasikan pada percakapan di film. Oleh sebab itu peneliti menggunakan film Avenger End-Game sebagai sumber data. Peneliti menggunakan teori yang dicetuskan oleh Chaika (1982) dan Wardhaugh (2006). Tidak hanya itu, peneliti juga menggunakan metode deskriptif kualitatif untuk menganalisis fenomena kata sapaan yang digunakan pada film Avenger End-Game. Oleh sebab itu, peneliti menampilkan temuan secara deskriptif. Dalam hasil penelitiannya, peneliti menemukan semua jenis dan fungsi penggunaan kata sapaan yang digunakan oleh karakter pada film Avenger End-Game. Peneliti menemukan 196 data dalam penelitiannya. Jenis kata sapaan yang paling banyak digunakan adalah first name, jenis ini muncul 90 kali. Yang kedua adalah pet name jenis ini digunakan oleh karakter sebanyak 46 kali. Setelah itu, penggunaan title muncul 19 kali. Selanjutnya, last name jenis ini digunakan oleh karakter sebanyak 15 kali. Yang ke-lima adalah special nicknames, penggunaan jenis muncul sebanyak 13 kali. Sedangkan penggunaan kata sapaan jenis kinship terms muncul 10 kali. Yang terakhir adalah title plus last name yang terjadi hanya 3 kali. Di sisi lain terdapat tiga fungsi penggunaan kata sapaan. Fungsi yang paling sering digunakan adalah untuk menunjukkan perbedaan kekuatan dan muncul 54 kali. Yang kedua adalah fungsi untuk menunjukkan kesantunan sebanyak 48 kali. Fungsi paling sedikit digunakan adalah fungsi untuk menunjukkan keintiman atau kedekatan. Fungsi ini digunakan sebanyak 46 kali. Hal tersebut dikarenakan, pada film ini hampir sebagian besar terjadi di tempat yang tidak formal. Lebih lagi, film ini berada di situasi kondisi menuju peperangan.

Kata Kunci: *bahasa, film, kata sapaan, sosiolinguistik*

ABSTRACT

This research which studies the relationship between language and social conditions is called sociolinguistics. A sociolinguistic approach was applied in this research. The use of address terms which are not only used in daily communication but also in movies. This research aimed to identify the types and functions of address terms in Avengers End-Game movie. The researcher applied the theories of Chaika (1982) and Wardhaugh (2006) related to the types and function of address terms. In collecting the data, this descriptive qualitative research used observation method and non-participatory technique, and in analyzing the data, it used sociolinguistic identify method and matching technique. The result of this research presented descriptively. This research identified all types and functions of address terms addressed by the characters in the Avengers End-Game movie. The data was found 196 data in the research. The types were first name occurred 90 data, pet name was displayed 46 data, title only appeared 19 data, last name occurred 15 data, special nicknames displayed 13 data, kinship terms occurred 10 data, and title plus last name only used 3 data. The most common type found in this research was first name. In addition, there were three functions of address terms found in this research. The most frequent occurrence of address terms function is to show the difference between stranger and power which appeared 54 data. This is because most of this movie takes place in an informal place which was on the battlefield. Showing the difference power to other people in the battlefield can be through using informal language. The use of first name can be a way to show the different power in a battlefield since this type implies different power between the addresser and the addressee.

Keywords: address terms, language, movie, sociolinguistics

MOTO AND DEDICATION

MOTO

Stay on the ground
No justice no peace

Anonym

DEDICATION

This thesis is proudly dedicated to my beloved mother and sister
This also dedicated to all of my friends and to the readers who read this research

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans live as social creatures. In living their lives, humans always socialize or carry out social activities. Humans are created as social beings and live side by side. In carrying out their activities, humans do not escape from other humans. Humans as social beings can be interpreted that humans cannot live alone in living a social life. Based on Sarinah (2016) stated humans were essentially social beings. In other words, human beings as an individual did not live alone unless they lived with others. In carrying out the activities, as social beings, humans require communication tools in carrying out all their activities. The communication tool is language.

People all over the world say Indonesia is a rich country, especially in culture and language. Language has a function as a human communication tool. Without human language, it will be difficult to communicate. According to (Chaika, 1982) language is wide and open, even limitless, and because of that, no word cannot be created by someone. In communicating, people usually call or refer to other people using address terms that are suitable for them. It can be seen that language is very important in social life.

Nowadays, social society builds relationships by communicating. Address terms are one of the crucial parts of the conversation. Address term is also known as the way people called or addressed someone else. Based on (Wardhaugh, 2006) stated there were various ways how people addressed others such as by using a title, first name, last name, and others. The use of address terms is not only used and found in daily conversation, but these days it can be used and found in electronic communication both spoken and written on social media. Such as Instagram, Twitter, Facebook, Instagram, WhatsApp, Tik-Tok, Pinterest, and YouTube. Therefore, it is very possible to use in Movie.

The phenomenon of addressing terms in everyday conversation is seen in many countries. This is because the use of address terms varies from country to country. One of them is in Korea. Korean usually use *Sønsäng-nim* (sir), *Kyosu* (professor), *Ajumøni* (aunt), *Apøji/Apøm* (father), *Ømøni/Ømma* (mother), *Ønni* (sister) in daily conversations (Hwang, 1991). Not only Korean, but Indonesian also used address terms in communicating. For example, the Malay community in Pekanbaru used *ninik/Atuk* (grandma/grandpa), *Abang/Bang/Ocu/Along* (older brother), and *Kakak/akak/Aciok* (older sister) to determine the age of the addressee. They also use unique address terms such as *Tungkek Tempuong* (old elderly), *Panglima Latu* (unwed man), and *Ateng* (knee-high) (Panjaitan, 2017). Language evolves by the times. Today's youth, especially in Batam Island, use *Sob, Wak, Men, Bestie*, and others to address their friends. That phenomenon considers a special nickname. Some people also usually use *Lek, Pra* and others usually use *Sob, Cuy*, and others. According to Wardhaugh (2006), the use of the address terms used above shows the close relationship between each other. In addition, the Z generation also uses *Bae, Bep, Bee, Beloved, Yang, Ayang*, and many else to address the most loved one, which it considers a pet name. Therefore, the use of new types and function of address terms from the previous theory may emerge.

Nowadays, many new terms of address terms related to the development of social media. In that development, address terms have appeared on various social media. Instagram, Twitter, Facebook, WhatsApp, and YouTube were social media widely used by teens and adults. For instance, *Agan/Gan* (*juragan*), that people commonly used in online trading or selling forums. *Min/Mimin* (admin), used to address the management of a large or famous social media account. *Sis/Sista* (sister), *Bestie* (best friend), and *ngab/Bro/Brow/Brader* (brother) that terms used to address men and women. *Nder* (sender) this term was utilized by social media users, particularly Twitter users, which is aimed at the content sender. *SJW* (social justice warrior), addressed to people who fight for social issues and ideological views. People

who post or comment rudely, but hide their true identity are called **Keyboard Warriors**. *Warga/People +62* was used to address the people of Indonesia. These terms appear because of the development of the use of language. Chaika, (1982) stated language is wide, open-ended, and even has no limit to developing a new word or language. Moreover, it is influenced by the social conditions of the people and the media social users.

The exception of address term that is usually used in daily communication also appears on social media platforms such as Instagram. One of them was in the latest Reels' post, the Coordinating Minister of Maritime Affairs and Investment is Luhut Binsar Pandjaitan on April 14, 2022. In Reels' video, he wished Christians a happy holiday and Easter, which had a lot of responses from some Instagram users. In the column comment, that saying “*Selamat menyambut Jumat Agung dan Paskah tulang*” (@krislinasihombing, 2022). As in the bold utterance, it is considered an address term. In Indonesian especially Bataknese, *tulang* means uncle. Based on the utterance above it is considered a kinship term. Wardhaugh (2006) stated that “one interesting way in which people use language in daily living is to refer to various kinds of kin” (p. 229). He added, that in calling, the choice of the name used for the others depends on the knowledge of the addressee (Wardhaugh, 2006).

Not only in daily conversation and social media but also can be found in informative media. The appearance was seen on Fox News on October 30, 2021 when interviewing former President Donald Trump.

Judge Jeanine : Still ahead. What Donald Trump thinks of **Biden** and the Dem’s vaccine mandates. Plus his take on the latest caravan heading towards the Southern border and how it can be stopped. Back in a moment.

Donald Trump : Well, it’s not because of him they’re losing their job, it’s because some bad policies that are being made by **Biden**. But look, if you look at my relationship with Fauci, first of all, he’s been there like for 40 years...

The conversation above is taken from the Fox News channel which was published on October 30, 2021, entitled exclusive interview with former President Trump from 12:23 to 13:19. The above address terms phenomenon can be found in the word “**Biden**”. The address term is considered as the last name. Wardhaugh (2006) stated addressing by the last name showed the difference in power between the addressee and the addresser. The use of these terms is usually used in backbiting.

The phenomenon of address terms also can be seen in movies as well as in social media and real-life community interactions. This research used the movie as the source data. A movie is a recording of a video that tells a story and the society watches it on screen or television. In every movie that the researcher has watched, they have their address form. In this research, the researcher used Marvel End Game (2019) movie to analyze address terms. The address in this movie is shown below:

Natasha Romanoff : This is gonna work, **Steve**.
 Steve Rogers : I know it will.Cause I don't know what. I'm going to do if I doesn't

Based on the conversation above, that happened from 15:47 to 16:07. The conversation happened after Natasha looked at Steve, who was staring at the compass. The compass contained a photo of her former lover who turned yellow still inside. Phenomena address terms happened when Natasha addressed “**Steve**” which is considered a first name. Referring to Wardhaugh (2006), first names were covered with common titles like “Mack”, “Jack”, “Buddy”, or “Mate”. He stated the use of the first name shows equality and fellowship and at the time, it also showed an effort to convince and assert some power over others.

Agent Sitwell : **Captain**. I thought you were coordinating search and rescue?
 Steve Rogers : Change of plans.
 Brock Rumlow: Hey, **Cap**.

The conversation above occurred at minutes 1:18:26 to 1:18:40 when Steve Rogers was about to get into the escalator and glanced at Rumlow who was holding a

suitcase containing Loki's stick. Sitwell addressed Steve Roger with “captain” and Rumlow with “cap”. “Cap” is the short form of “captain”. It is considered as a title only. The use of title only showed that the addresser and the addressee do not have a close relationship. According to Wardhaugh (2006), addressing using title only is the least intimate form of address term because title only usually describes a rank or occupation. Referring to (Chaika, 1982; and Wardhaugh, 2006) the address term used by Sitwell and Rumlow to address Steve Rogers shows the difference in status and rank between them. From that, it can be concluded title is only used to show the least intimate form of address, because the title only usually contains rank and power.

Flick (2014) stated film or movie is a medium of communication. Therefore, in this study, the researcher found out the use of address terms in a movie titled Avenger End Game. This movie was released in the 2019 directory by Russo Brothers. This movie was adapted from the Marvel Comics superhero team that called the Avengers. The researcher chose the Avenger End Game movie because in this movie some address terms used by the characters. The characters were addressed in various situations. Even though the film has been conceptualized, it was made in such a way that it resembles real life. In the line with that, Flick (2014) defined there were several purposes that can guide an analysis such as character and context. Moreover, the audience should not use the same style of communication as the characters in the movie.

Rahmadani & Wahyuni, (2018) conducted research related to address terms entitled “Types and Functions of Address Terms Used by Ipmk-Sb Kampar Students Studying in Padang”. In this research, the researchers determined to find out the types and functions of address terms used by Kampar students who were studying in Padang. The theory that was applied in this study was proposed by Wardhaugh. The research result showed that four types were shown by Kampar students. Those are kinship terms, titles, special nicknames, and pet names. Then, the functions were to show respect, intimacy, and power difference.

Next, it was “A Sociolinguistics Analysis of Addressing Term Used In Aisyah: Biarkan Kami Bersaudara Movie” by Syahidawati & Parmawati (2020). This research investigated the types of address terms. Their research used theory from Wardhaugh. The result showed there were five kinds of address terms found. Those are the address term using first name, kinship term, pet name, respect name, and special nickname. The most used is first name.

The previous research applied the theory authorized by Wardhaugh to identify types and functions of address terms. This present research applied Wardaugh, (2006) theory to identify the types. On the other side, this present research used (Chaika, 1982) to identify the function of address terms. This present research used Avenger End Game Movie as the data source.

Based on the phenomenon displayed in the background. The researcher has been interested in conducting research regarding the types of address terms proposed by Wardaugh, (2006) and the functions proposed by (Chaika, 1982). This theory was applied in Marvel’s End Game movie. This research was analyzed by using a sociolinguistic approach. Therefore, this phenomenon encourages the researcher to conduct research under the title “An Analysis of Address Terms Used in Marvel End Game: Sociolinguistic Approach”.

1.2 Identification of the Problem

Based on the explanation above, some problems need to be answers

As follows.

1. Address term that exists in daily conversation.
2. The new address terms that are developing in social media.
3. The address term is often used in social media.
4. The existence of address terms in informative media.
5. The types of address terms used by the characters on Marvel End Game.
6. The function of address terms used by the characters on Marvel End Game.

1.3 Limitation of the Problem

Referring to the identification problems above, the problems were limited as follows.

1. The types of address terms used by the characters on Marvel End Game.
2. The function of address terms used by the characters on Marvel End Game.

1.4 Formulation of the Problem

Based on the problems mentioned above and it can be formulated in the form of questions.

1. What are the types of address terms used by the characters on Marvel End Game?
2. What are the functions of address terms used by the characters on Marvel End Game?

1.5 Objectives of the Research

The purposes of these papers are:

1. To identify the types of address terms used by the characters on Marvel End Game.
2. To find out the function of address terms used by the characters on Marvel End Game.

1.6 Significance of the Research

The researcher is expended to bring benefits and advantages theoretical and practical.

1. Theoretically

This research is expected to be able to complement and enrich research on diversity, specifically in the use of address terms that is used nowadays as well as reference material for future research.

2. Practically

This research is expected to be useful for the community in general, especially for students of the Putera Batam University in choosing the right address term to be used in social interaction. So that social problems, especially misunderstandings and offenses due to mistakes in address terms can be avoided.

1.7 Definition of Key Terms

Sociolinguistics : Sociolinguistics is a socially relevant variety of linguistics. Therefore, Sociolinguistics is also commonly used to study the relationship between language and society (Yule, 2006; Wardhaugh, 2006).

Language : Language is wide and open, even limitless, and because of that, no word cannot be created by someone (Chaika, 1982).

Address Terms : The way people call other people based on social factors is called address terms (Wardhaugh, 2006).

Movie : Movie is a branch of art that has a high class of exclusivity in aesthetics community life (Prasetyo, 2011).

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Sociolinguistics

Languages have existed and been studied since ancient times. The science that studies language is called linguistics. Language acts as a tool of communication and is inseparable from social life. As the name implies, sociolinguistics research is the use of language in society. Hymes (2013) stated the most recent and common term in the field of research related to linguistics with anthropology is sociolinguistics. In this research, there is a relationship between language and society, not just language itself. According to Yule (2006), the term sociolinguistic is also commonly used to analyze the connection between language and society. He added that this study shows a strong relation among language and social psychology in society, particularly regarding attitudes and cognition. Holmes & Legere (2013), emphasized that sociolinguistics was the study of language in social conditions. In addition, Holmes & Legere, (2013), stated that sociolinguistics is also concerned with the relationship between language and the context of its use. The relationship between language and social factors has been studied in depth in the field of sociolinguistics (Hudson, 1996). According to Hudson (1996) sociolinguistics is the study of the language of the people in each region, and he added that each region has its differences and characteristics.

Basically, pragmatics and sociolinguistics have identical study methods, each of that are usually primarily based on empirical accumulated results and always consistently applied to data. Although both of them have something in common, there are also important differences. Linguistics only focuses on analyzing the structure of language as a code. Agree with that Yule (2006), “in many ways, pragmatics is the study of ‘invisible’ meaning, or how we recognize what is meant even when it isn’t actually said or written” (p. 112). On the other hand, Sociolinguistics always pays

attention to the context of language use in the form of meaning, language change, and language acquisition in society. According to Holmes & Legere (2013) sociolinguistics studies the relation between language and community. Therefore, this research uses a sociolinguistics approach. In line with this, Wardhaugh (2006) stated that sociolinguistics is the study of the relationship between language and society with the aim of better understanding the structure of language and its function in communication.

Based on the description above, it can be concluded that sociolinguistics is a study that investigates linguistics issues in relation to society, situational and cultural aspects. By paying attention to sociolinguistics, the researcher can minimize the problem of using inappropriate language in social context. By understanding the principles of sociolinguistics, any addresser will understand the importance of choosing a suitable language for sociocultural and social context. Therefore, the choice of use of language in society is closely related to the use of address terms. This would be interesting because this study would find out the types and functions of address terms.

2.2 1 Address Terms

In everyday life, society uses language as a tool of communication. People usually address each other when communicating. To address people, people usually use address terms to communicate with others in everyday conversation. In other words, address terms are words to address the other. That said, people sometimes have difficulty distinguishing between a greetings and addressing.

Address terms and greetings are two different things (Chaika, 1982). According to Chaika (1982), address terms are used to show strength, power, or solidarity to the other person while greetings are used depending on the mood of the addresser, for example “excuse me” or “hi”. Therefore, the address term is an important element in communication. Methods of communication and

ways of speaking vary from person to person. This happens depending on the context of the ongoing conversation. According to Wardhaugh (2006), everyone has their way of calling the other person.

2.2.2 Types and Functions of Address Terms

People may use different address terms in communicating with others. The way people address others depend on the context and the social status. Therefore, the choice of address terms could be different depend on the social status and the contexts of the conversation. For example, the way someone addresses a lecturer could be different from addressing a friend. Moreover, the use of address terms in communication has several functions. Thus, certain types of address terms could bring different kinds of functions.

2.2.2.1 Types

In communicating, people use address terms. Address terms are used depending on the relationship between addresser and addressee. Address terms do not just depend on the topics and social situation in relationships. Not only with relationships, but address terms also depend on the topic and social conditions of both parties. There were several types of address terms used to communicate. Chaika (1982), divides it into several types such as last name, first name, title, title with last name, and special nicknames. She emphasized the use of special nicknames. This is usually used for close friends, not for the rest. In the line with Wardhaugh (2006), he stated six types namely, last name, first name, title, pet name, title with last name, and kinship terms.

a. First Name

First name is used to addressing people by their first name. According to Wardhaugh (2006), “forms like *Mack*, *Buddy*, *Jack*, or

Mate are generic first names (FN), as in ‘What’s up, Mate?’ or ‘Hey, Mack, I wouldn’t do that if I were you’(p. 268). Wardhaugh (2006), also said the use of first name shows intimacy or trying to be more intimate. However, in some areas, they usually use nicknames by their first name.

For example:

Flynn Rider : *Well, I’ve got to say, didn’t know you had that in you back there. That was pretty impressive.*
 Rapunzel : *I know! I know. So, **Flynn** where’re you from?*
 Flynn Rider : *Whoo-oo! Sorry, blondie, I don’t do back-story. However I am becoming very interested in yours. Now I, I know I’m not supposed to mention the hair. (Rifai & Prasetyaningrum, 2016)*

b. Last Name

The second type is last name. The use of this type can show differences in social status as well as show respect depending on the situation and condition in the conversation.

For example:

Clark : *Hey, **Lane**.* (Ventalia & Jusmaya, 2020)

The utterance above shows the type of address term “Lane”. Clark addressed his interlocutors by last name. Clark used the address term of last name to address Lois Lane. Therefore, “Lane” is an address term with the type of last name.

c. Title

The use of title only is the least intimate “address by title alone is the least intimate form of address in that titles usually designate ranks or occupations, as in Colonel, Doctor, or Waiter”

(Wardhaugh, 2006, p. 268). He added that the use of this type is usually used to indicate occupation and rank such as waiter, colonel, or doctor.

For example:

Rosie : *Um, Ruby would you mind showing our guest upstairs to his room? Please.*
 Ruby : *Sorry, **chief**, but I'm really busy doing files right now.*
 (Nalendra et al., 2018)

d. Title With Last Name

Another type is a title with last name. The use of this type is intended for people who have a higher social status than the speaker. The use of this type is also used to show respect to the talking lawn. On the other hand, the speaker is usually younger than the listener.

For example:

Alfred : *Looks like you have a date, **Ms. Prince**.* (Ventalia & Jusmaya, 2020)

e. Special Nicknames

According to (Chaika, 1982) special nicknames are used for close people such as friends which is useful to show closeness. For example, “Daniel” becomes “Dan”, “Patrick” becomes “Pat”, and “Charles” becomes “Charlie”.

For example:

Speaker : *“Uang du limo bole mati nyo **bal**, yang iko sabole”
 “**Bal**, other people game over with fifteen points, but that one is eleven”. (Rahmadani & Wahyuni, 2018).*

The speaker addressed his close friend by using his special nickname, **bal**. His name Iqbal Risman, and people usually call him Iqbal. It belongs to special nickname type, because bal is special nickname of Iqbal and it means only several people who close will call him **bal**.

f. Pet Name

The use of this type is not much different from the use of special nicknames described by Chaika, (1982) in the previous explanation. With the line Wardhaugh (2006), “using a nickname or pet name shows an even greater intimacy” (p. 268). He explained the use of pet names, it shows the amount of intimacy compared to the use of first names. The example “Honey”.

For example:

Frankie : *Gas it around these **idiots**. We do have 1200 miles to go, you know.* (Andriana Dersen et al., 2017)

g. Kinship Terms

The last one is according to Wardhaugh (2006), kinship terms used in the family are to show respect and affection. Examples are “father”, “mother”, “uncle”, and else.

For example:

***Pak**, sesuk aku meh nang Semarang.*
Father, tomorrow I will to Semarang.
Father, I will go to Semarang tomorrow. (Susanto, 2017)

2.2.2.2 Functions

In communicating, people have different ways to address other people. The way people to greet others depends on the situation. The situation meant is formal or informal. There are several factors that make a difference. According to Wardhaugh (2006), social factors include social status, relationships, age, and gender. For example, when a boss addresses their employee, therefore, each type of address term has its function. Referring to Chaika, (1982) address terms itself serves to show strength, closeness, and respect.

1. Power

People can use different kinds of address terms when communicating. Wardhaugh (2006) explained more about the use of first name, last name, title, and, last name plus title shows a difference in strength. Usually, friends can give different kinds of address terms to their friends. It is not just about calling the bosses and their employees.

For example:

Shaina : *Just kidding, Mr. B don't worry, I'll keep an eye on her.*
 Mr. Burrough : *(sarcastic) Oh, that makes me feel a lot better.*
 (Andriana Dersen et al., 2017)

2. Intimacy

The relations between addresser and listener could be seen from the address terms used. According to Wardhaugh (2006), using first name when addressing it can show a sign of closeness or intimacy to the other person depending on the topic and situation. Special nicknames and pet names also commonly used to show intimacy.

For example:

Victor : *Diana, there's no time.* (Ventalia & Jusmaya, 2020)

3. Respect

Address terms can also be used to show respect. According to Chaika, (1982) the used title, title with last name, last name in addressing is very respectful in conversation.

For example:

William : *Miz MacDougal. You look well.*

Farm Woman : ...*William? It's William Wallace, back home! Have you met my Daughter?* (Sari, 2020)

2.2 Previous Study

The researcher believes that many previous studies on address terms have been carried out and analyzed. The researcher collected several journals on the subject of the study and used them as references for this research. Nevertheless, the previous studies are different from this study. One of them is a journal written by Zavitri et al., (2018). These researchers analyzed the types and aspects that affected the use of address terms in English and Selayares. The researchers took data in English from movie conversations, while the data in Selayares from participant observations and interviews. The researchers used the theory proposed by Fasold (1990) and Wardhaugh (2006). The results of this study showed the similarities and differences between the different types of address terms used in the two languages. The results of this research showed the address terms used in both languages were, title, pronouns, terms of endearments, kinship, professional, religious, and nobility terms.

Next, a study was conducted by (Nalendra et al., 2018). The researcher used the theory of Resita (2015) and Chaika (1989) to show the types and factors of address terms. They used Love Rosie movie scripts as the data. During their investigation, they

discovered seven types and three factors in using address terms in Love Rosie Scripts. They were the use of title, name, title plus name, close relationship, kinship, and pet name. While those factors are gender, occupational hierarchy, and intimacy.

Tauchid (2018) conducted research entitled “In Search Address Terms in Novel” uses a sociolinguistic approach. *The Secret Island* by Enid Blyton was a source of data for this research. This research purposed to find out the types and how the use of address terms used by the characters in the novel. The researcher used the theory proposed by Wardhaugh (2006) to determine the aims of his research. From his research, he found three kinds of address terms applied by characters in the novel. They were kinship terms, title with last name, and first name. While the use of these address terms to show the relationship between the users.

Furthermore, the journal was conducted by Situmorang (2018). Which is aimed to find out how Indonesian students produce and acquire English address terms while they study. In the research, the researcher used the theory of Cutting (2002), Hassal (2013), Wardhaugh, R (2001), and You, C (2014). The results of this study showed that student family culture shows politeness when addressing people because Indonesian culture still considers equality and casual direct address as politeness.

Fifth journal by Alenizi (2019). The purpose of this study was to investigate the norms of address terms used by the people of Saudi Arabia. This study used the theory carried out by Afful (2006), and Dickey and Bian (1998) to conduct the research. As the results of his research, he found out nine types of address terms used by Arabian. The results were the use of address terms using first names, common names, teknonyms, kinship terms, kinship with first names, intimate names, titles, occupations, and genders.

Sari (2020), wrote a journal entitled “address Terms Used in Aristocratic Movie: A Sociolinguistic Study”. The goal of this study was to find out the used and explained the functions of address terms in Aristocratic movies. This research used the theory

proposed by Wardaugh (2015) and Leech (1989). The data was taken from the dialogue in the movie. As the results of the research, the researcher got seven types and three functions of address terms. The results were, mutual *tu* 14,92%, giving *Vous*-receiving *tu* 14,92%, giving *tu* 23,88%, giving *Vous* 13,43%, giving *tu*-receiving *Vous* 10,44%, mutual *Vous* 17,91%, and receiving *Vous* 4,47%. As the three functions, researcher found intimacy 35,82%, power 28,35%, and respect 35,82%.

Ventalia & Jusmaya (2020), examined address terms in Justice Language Movie. The research entitled “Analysis of Address Terms in Justice Language Movie”. This study was purposed to investigate the kinds and reasons for the use of address terms that were used in the movie. The data source of this research was the Justice Language movie. To examine this research, the researchers used the theory purposed by Wardaugh (2006). As the results of this study, the researchers found six types of address terms. They were kinship term, title, pet name, last name, title with last name, and first name. In this research, the researchers found differences in the power differential, equality, and intimacy for using address terms.

Silaban & Afriana (2020), entitled “Address Forms Analysis in The Movie Mortdecai”. The aimed of this study was to identify the types and functions of address terms. Researchers used the theory conducted by Wardaugh (2006) and Chaika (1982) to identify the types and functions of study. As the result of this research, the researchers found six types of address terms that were used in the movie. They were kinship terms, title, title plus last name, last name, and first name. Functionally, the researchers found three functions in the use of address terms they were, intimacy, respect, and power difference.

Finally, research conducted by Andikha & Ambalegin (2022), titled “Address Terms Used by Instagram Users”. The aim of this research was to find out the types of address terms. The researcher used the theory conducted by Chaika (1982) and Wardaugh (2006) to identify the types of address terms. The research result of this

research showed seven types of address terms used by Instagram users. Those were first name, title, title plus last name, last name, pet name, kinship terms, and special nicknames.

Based on a summary of previous studies, current and previous studies applied the same theory to identify the function and types of address terms. This current and the previous studies used theory proposed by Wardhaugh (2006), and Chaika (1982), to analyze the types and the function. Meanwhile, this research entitled “An Analysis of Address Terms in Marvel End Game Movie Sociolinguistics Approach” is different from those previous studies. This research was aimed to analyze the types and functions of address terms used by the characters in Avengers End Game movies. This study used Avengers End Game as the data source.

2.3 Theoretical Frameworks

The researcher began this research with an explanation of sociolinguistics as a general theoretical concept. From the field of sociolinguistics, the researcher chose the address terms as a topic of discussion in this research. This research only identified the types and functions of address terms. This research classified the types of address terms proposed by Wardhaugh (2006) and Chaika (1982), namely, last name, first name, pet name, title, title with last name, special nicknames, and kinship term. The function of address terms theorized by Chaika (1982) shows respect, intimacy, and power difference. The data source of this research was the Avengers End Game movie.

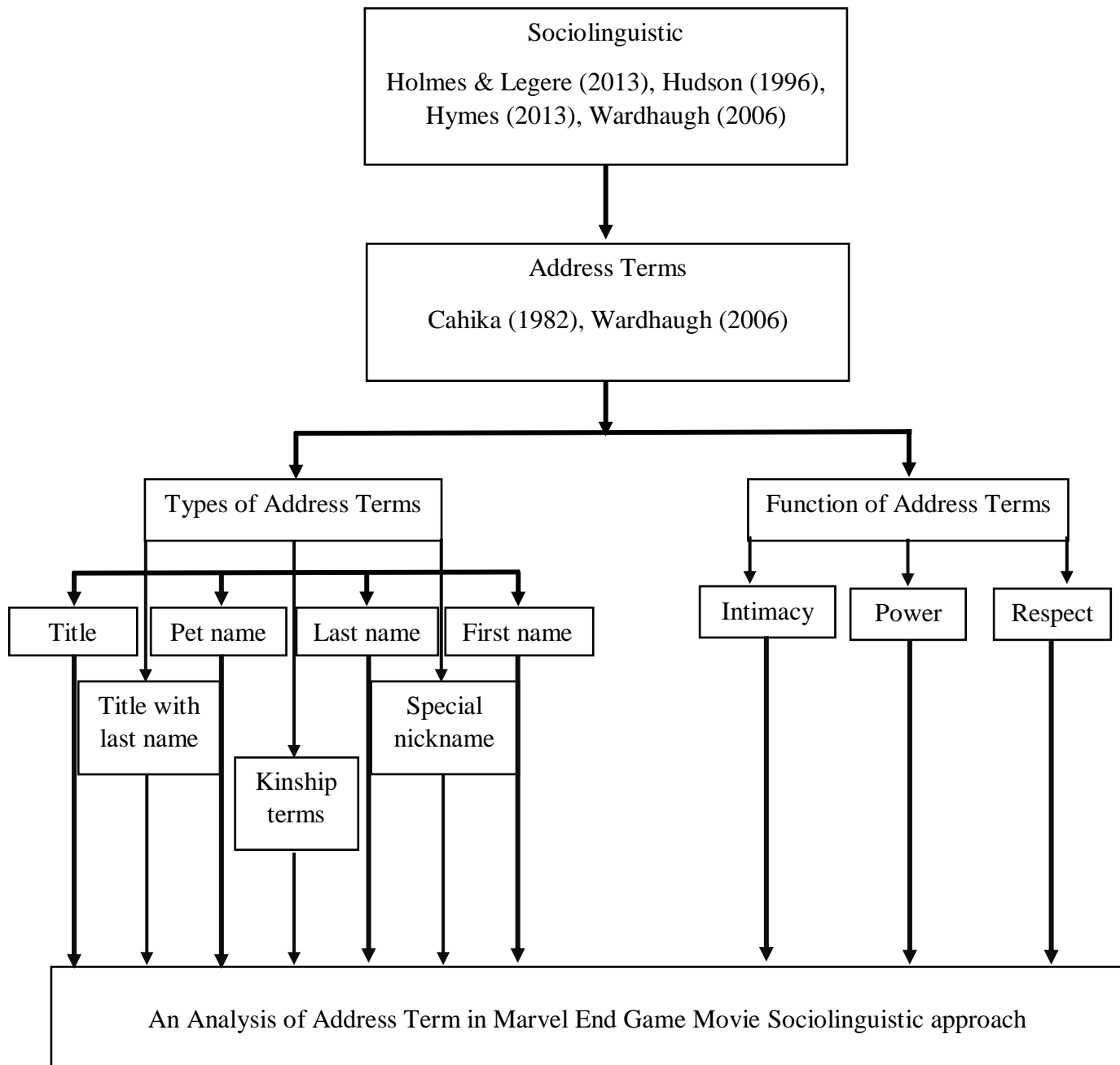


Figure 2.1 Theoretical framework

CHAPTER III METHOD OF RESEARCH

3.1 Research Design

In this analysis, the author used a qualitative descriptive method and presented it descriptively. According to Creswell (2014), qualitative research is an approach to finding out social meaning based on social problems. Indeed, this study was related to social phenomena because it examined address terms one of the sociolinguistics phenomena. Thus, this study focused on providing a border understanding of the selected phenomena.

The qualitative research method is research that produces descriptive data in the form of words or utterances from the observed research. Based on Litosseliti (2018) qualitative research is related to the structures, patterns, and characteristics of words. Instead, Litosseliti (2018) stated, “Data that consists of, broadly speaking, ‘texts’: writings, interview data, which can be used for qualitative analysis” (p. 336). In the line with that, Jhonson (2014) defined qualitative research as primarily a survey that relies on the collection of qualitative data. The data referred to non-numerical data it was words and pictures. As reported by Merriam (2016) qualitative research was the research that used words as data. She added that the main purpose of this method was to clarify and interpret the meaning of words. Therefore, this method was used to describe the types and functions of address terms in Marvel End Game Movie. There were no results that use data in form of tables or diagrams. Therefore, the result of using this method would describe the data descriptively.

3.2 Object of the Research

The object of the research is the most crucial part as well as the major of this study. According to Sugiyono (2013) the object of the research is everything that the researcher chooses to study. Moreover, based on Hardani et al., (2020) object of research is important thing to find out the aims of the study more than that the researcher must consistent with the objectives and the problem formulation. The aim of this study was to determine the types and functions of the address terms in the Marvel End Game Movie used by the characters. The types and functions of address terms were sourced from the theory proposed by Wardhaugh (2006) and Chaika (1982). The Avenger End Game Movie was the source of data collection for this research. The data were taken from sentences or words based on the movie. The utterances and conversations that were used by the characters based on the movie related to address terms as the data source of this research.

3.3 Method of Collecting Data

Data collection methods and techniques were the steps the researcher took to collect the data for research purposes. The observation method was a method of collecting data for observing the research object. According to Sudaryanto (2015), the method of collecting data by observing how society uses language was called the observation method. The data of this research was sourced from the End Game movie. Therefore, to collect the data the researcher observed the movie. In applying the method, the researcher watched and listened to the movie. Therefore, this method was chosen because it requires the use of the human senses to collect the data.

While, data collection was done by seeing, listening, and writing the phenomena conducted with address terms. This research was classified as a non-participatory observation technique. According to Sugiyono (2013), while collecting the data the researcher did not involve directly with the participants. Based on Hardani et al., (2020) that method was developed from the participant observation technic. Moreover, the non-participant technique did not involve the researcher in interacting and communicating with the subject.

In this research, there were several steps while collecting the data. As the first step, the researcher watched the Marvel End Game movie. The purpose of watching the movie is to get the situation and the context social that occurs in the movie. While the researcher converted the conversation into a script. The purpose was to make it easier for the researcher to collect the data. Having had converting, the researcher watched and marked the script to find out the raw data. This had been done several times by the researcher to help the researcher achieve higher accuracy. Finally, the researcher highlighted utterances related to the phenomena of address terms.

3.4 Method of Analyzing Data

The researcher analyzed the data after getting the data. Based on Creswell (2014) analysis of data in qualitative research is closely related to other parts of qualitative research and development: data acquisition and summary of results. In addition, data analysis was related to the data theory. According to Sugiyono, (2013) analyzing data was the process of systematically searching and compiling data obtained from the theory of the data and making a conclusion for easy to understand. Activities in analyzing qualitative data were carried out interactively and continuously down to complete (Miles et al., 2014). This research identified sociolinguistic phenomena

that occur in the conversation. The researcher focused on the types and functions related to the data theory.

This research was carried out through several ways to analyze the data. Firstly, the researcher identified the data that had been highlighted. This process was performed by focusing on the phenomena and selecting the data on the raw data. Next, present the data that has been collected regularly, which means the researcher can draw tentative conclusions. To present the data, the researcher explained the data narratively. Lastly, draw a conclusion. Thus, the researcher can answer the formulation of the problem that has been formulated.

3.5 Method of Presenting Research Result

After performing the analysis, the final step in the research was to present the result of the analysis. The researcher used words to present the research result after analyzing data. According to Sudaryanto (2015), the result of the research was presented descriptively using words or sentences. Thus, diagrams and symbols were not used because everything that relates to research result only used words. Therefore, the researcher presented the research result by narrative text descriptively.