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, 2021when 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).