

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.

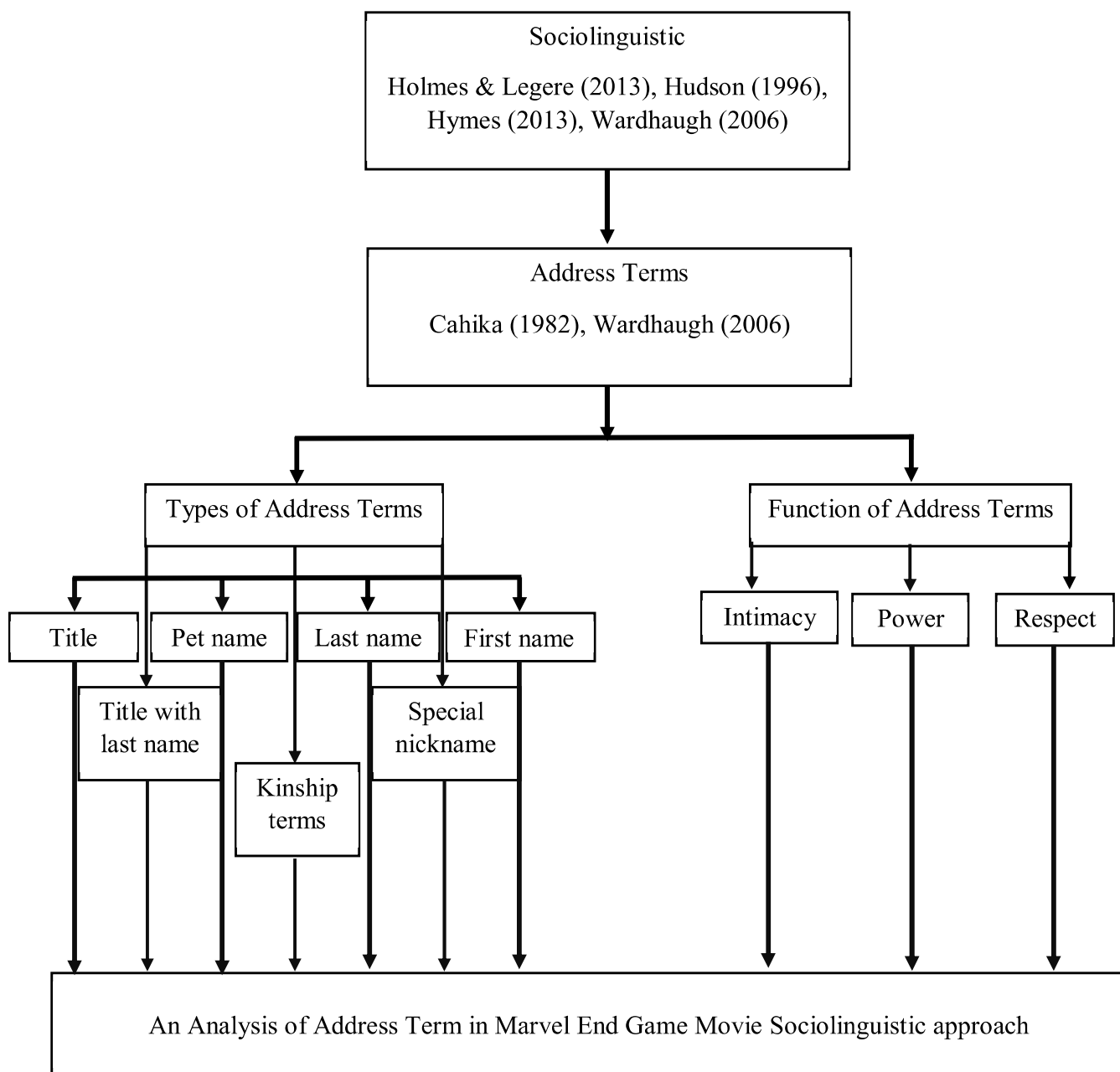


Figure 2.1 Theoretical framework