ADDRESS TERMS IN CAPTAIN AMERICA "CIVIL WAR": SOCIOLINGUISTIC APPROACH

THESIS

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151210052

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I, May Sunday Napitupulu, NPM No. 151210052
Hereby declare that the term paper entitled:

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151210052

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

Batam, August 2nd 2019

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ABSTRAK

Sosiolinguistik memiliki banyak fenomena. Salah satu fenomenanya adalah kata sapaan. Penelitian ini bertujuan untuk menganalisis fenomena kata sapaan dalam film berjudul "Captain America: Civil War (2016)". Tujuan dari penelitian yaitu menganalisis tipe kata sapaan dan fungsi kata sapaan dalam film "Captain America: Civil War (2016)". Jenis penelitian ini adalah penelitian deskriptif kualitatif. Sumber data yang digunakan dalam penelitian ini adalah semua ujaran dalam film "Captain America: Civil War (2016)". Objek dalam penelitian ini adalah kata sapaan. Metode dalam mengumpulkan data menggunakan metode simak dengan teknik simak bebas libat cakap (Sudaryanto, 2015). Dalam penelitian ini metode padan pragmatik dari Sudaryanto (2015) digunakan dalam menganalisis data. Penelitian ini menggunakan teori kata sapaan dari Wardhaugh dan Fuller (2015) untuk menganalisis tipe dan fungsi kata sapaan pada film "Captain America: Civil War (2016)". Metode untuk penyajian hasil analisis penelitian menggunakan metode informal (Sudaryanto, 2015). Hasil penelitian menunjukkan bahwa pada film Captain America: Civil War (2016) ditemukan tipe-tipe kata sapaan yaitu tipe nama depan, tipe nama belakang, tipe nama kesayangan, tipe gelar, tipe gelar dengan nama belakang dan tipe kekerabatan. Hasil penelitian juga menemukan fungsi kata sapaan yaitu fungsi keakraban, fungsi perbedaan kuasa dan fungsi persamaan. Tipe nama depan dan fungsi keakraban adalah yang paling banyak ditemukan sedangkan tipe kekerabatan dan fungsi persamaan adalah yang paling sedikit.

Kata Kunci: fungsi, kata sapaan, sosiolinguistik, tipe

ABSTRACT

Sociolinguistics has many phenomenon. One of the phenomenon is address terms. This research aims to analyze address terms in Captain America: Civil War (2016) movie. This research has two intentions which are to analyze types of address terms and functions of address terms in Captain America: Civil War (2016) movie. This research is descriptive qualitative research. Source of the data used in this research is utterances in movie entitled Captain America: Civil War (2016). Object of the research is address terms. Method of collecting data used observational method with non-participatory technique (Sudaryanto, 2015). In this research, pragmatic identity method from Sudaryanto (2015) is used to analyze the data. This research used address terms theory from Wardaugh and Fuller (2015) to analyze type and function of address terms in Captain America: Civil War (2016) movie. Method of presenting research result used informal method (Sudaryanto, 2015). The result of the research shows that in Captain America: Civil War (2016) movie found the types of address are first name (FN), last name (LN), pet name (PN), title (T), title plus last name (TLN) and kinship term (KT). The result of the research also found functions of address terms are intimacy, power differential and equality. Type of first name (FN) and function of intimacy are the most uttered whereas type of kinship term (KT) and function of equality are the least uttered.

Keyword: address term, function, sociolinguistic, type

MOTTO AND DEDICATION

MOTTO

Success depends on how we think about ourselves

DEDICATION

To my beloved parents
Who do the best for their children

To my brother and sisters
Who give the support

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1. Background of the Research

People use language to communicate each other. Language as a tool of communication cannot be separated from people. The study of people as the society and language as the communication tool are in the scope of sociolinguistics. Sociolinguistics is a study about the relationship between language and society (Holmes, 2013). Sociolinguistics describes how people in society speak differently in different social contexts and identifies how language functions to convey social meaning.

Sociolinguistic has several topics. One of the topics is address terms. According to Wardaugh and Fuller (2015), address terms is the way to name or address another. There are many ways on how we can address another such as first name (FN), title (T), last name (LN), nickname, or some combination of these. For example, the use of title (T) in "Doctor, can we meet tomorrow?", the use of first name (FN) such as "David" from "David Kim", the use of last name (LN) such as "Parker" from "Peter Parker", the use of nickname such as "Sam" from "Samuel", and some combination of title (T) "Doctor" and last name (LN) "Ken" from "Clark Ken" forms "Doctor Ken".

Address term can also be found in movies. Movie is a story which is made by recording of moving images and is displayed on a screen

or television (Movie, n.d.). Movies commonly tell about everyday life. Conversation in movie is literally the same with the conversation in real life.

The movie that the researcher chose as the source of data is *Captain America: Civil War* (2016). *Captain America: Civil War* is a superhero movie made based on Captain America character in Marvel Comics. This movie was produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. *Captain America: Civil War* is the thirteenth movie in the Marvel Cinematic Universe (MCU) and the third sequel to *Captain America: The First Avenger* (2011) and *Captain America: The Winter Soldier* (2014). Marvel Cinematic Universe (MCU) movies are known for their hero movies which are filled by a lot of jokes. It is very unique despite of the very dramatic scene hero movies are known for. In the *Captain America: Civil War* movie, the researcher found some address terms usage, one of the examples is:

Steve Rogers : **Sam**... see that garbage truck? Tag it.

In this conversation, the researcher found the word "Sam". Sam has a full name "Sam Wilson". Steve Rogers addressed Sam Wilson with his first name "Sam". The word "Sam" is an address terms because it used the first name with diminutive from a full name to address someone. Therefore, this type of address terms Steve Rogers used to address Sam Wilson is first name (FN). The type of address terms by using first name (FN) indicates equality and familiarity (Wardaugh and Fuller, 2015). Steve Rogers and Sam Wilson are in the same position like any other members of the team. They are both also already close friends from the previous movies.

Research about address terms have been done before by some researchers. One of them is You (2014). His research aimed to analyze the generalization of the address term "teacher" or "laoshi" in Chinese with sociolinguistics perspective. In his research, the researcher found some similarities and differences compared to this research. The similarities are his research analyzed about types of address terms and functions of address terms. The differences are the researcher only analyzed the reason of the generalization of address term and used many theories from Hudson (2000), Brown and Levinson (1987), Wardaugh (2000), Robinson (1972) and Chen (1990).

Another researcher is Tobing (2013). Her research aimed to explain the address terms for a greeting in Indonesian language and its use for students in schools. In her research, the researcher also found some similarities and differences. The similarities are her research explained the types and functions of address term and the data were taken from dialogues. The differences are the data in her research was address terms in Indonesian language and the theories used in her research were from Kridalaksana (1982), Kramsch (1998), Tripp (1972) and Keraf (1997).

Based on all the previous researches, this research has some similarities and differences from those previous researches. The similarities are this research aims to analyze the type and function of address terms and uses the latest theory from Wardaugh and Fuller (2015). The differences are this research only focuses on analyzing the types and functions of address terms and uses *Captain America "Civil War"* movie as the source of data. The researcher chose this movie because

Marvel Cinematic Universe (MCU) movies are famous for their hero addressing another with unique words especially Iron Man. He is the one who address another with unique words the most. Some of the examples are "Arrow Guy" and "Tic Tac". Based on the phenomenon of address term found in *Captain America: Civil War* movie as explained above, it leads the researcher to analyze the types and functions of address terms by using sociolinguistics approach in a research entitled "Address Terms in Captain America "Civil War": Sociolinguistic Approach".

1.2. Identification of the Problem

Refers to the background of the research above, the researcher found there are some problems to identify:

1. Types of address terms in *Captain America: Civil War* movie.

2. Politeness pattern of address terms in *Captain America: Civil War* movie.

3. Reason of choosing address terms in *Captain America: Civil War* movie.

4. Functions of address terms in *Captain America: Civil War* movie.

5. Factors of choosing address terms in *Captain America: Civil War* movie.

1.3. Limitation of the Problem

Based on the identification of the research, the researcher limits the problems for this research into:

1. Types of address terms in *Captain America: Civil War* movie.

2. Functions of address terms in *Captain America: Civil War* movie.

1.4. Formulation of the Problem

The researcher formulates the problems based on the limitation of the problem as follows:

1. What are types of address terms applied by the characters in *Captain America: Civil War* movie?

2. What are functions of address terms applied by the characters in *Captain America: Civil War* movie?

1.5. Objective of the Research

In this research, the researcher has two objectives for the research:

1. To describe the types of address terms in *Captain America: Civil War* movie.

2. To describe the functions of address terms in *Captain America: Civil War* movie.

1.6. Significance of the Research

The results of the research are expected to be able to give theoretical and practical meaning.

1. Theoretically

The researcher expects that the result of this research can give contribution theoretically. This research is expected to be useful for the readers in general, in increasing their knowledge about sociolinguistics especially the address terms.

The research is also expected to give the readers knowledge about types of address terms and functions of address terms. Specifically, this research aims to identify and describe the types and functions of address terms found in *Captain America: Civil War* movie.

2. Practically

Practically, this research has some contributions. This research is expected to give more understanding about address terms for the readers. The result of this research also expects to improve the ability of students of English Language and Literature Studies Program in using address terms. The researcher also hopes that this research may be used for a reference to anyone about in the future.

1.7. Definition of Key Terms

Sociolinguistics : Sociolinguistics studies language variation in the context of use to assess the effect of such features as age, status, and the relationship of the social actors on language use (LoCastro, 2012).

Address term : A word, phrase, name, or title (or some combination of these) used to name or address someone (Wardaugh & Fuller, 2015).

Movie : A story which is made by recording of moving images and is displayed on a screen or television. (Movie, n.d)

CHAPTER II

REVIEW OF RELATED LITERATURES AND

THEORETICAL FRAMEWORK

2.1 Sociolinguistics

Language is an important tool of communication in society. It is used by people to interact to each other in their life. In the interaction, people can share and also get information through the use of language. People can also share thoughts and feelings with language. The importance of language for society means that language and society cannot be separated. Language and society are studied in sociolinguistics. Wardaugh and Fuller (2015) stated that sociolinguistics is the study of language in everyday lives, how it works in our conversations and the existence of societal norms, laws, and policies which address the language. Sociolinguistics also studies about regional dialects, multilingualism, language policy, or non-sexist language (Wardaugh & Fuller, 2015). In addition, sociolinguistics investigates how language and society affect each other in daily life. Sociolinguistics observes how society influences and also forms a habit the way people use language in which they are talking. It also observes how people use the language in different social context. Sociolinguistic have many topics. One of the topics is address terms.

2.1.1 Address Term

People will call or address each other when they need to talk. The way to name or address another is called address terms (Wardaugh & Fuller, 2015). People tend to address someone with first name or nickname commonly. In informal situation, people use the address term like "guys" and "friends". The word "sir" and "mam" are used to refer to an elderly and "professor", "doctor" when it refers to profession.

2.1.1.1 Type of Address Term

There are many ways to address people. It may be with first name, last name or nickname. Address terms have various types. Wardaugh and Fuller (2015) categorized the types of address terms into several types, such as first name (FN), title plus last name (TLN), title (T), last name (LN), pet name (PN), and kinship term (KT).

2.1.1.1.1 First Name (FN)

The first type of address terms is first name (FN). First name (FN) uses the first name from a complete name to address, for example, the word "David" from "David Kim", "Christ" from "Christ Evans" and "Olivia" from "Olivia Jhonson". Examples of the use of first name (FN) are "Good morning, Christ", "David, we need to meet now" and "Nice to meet you, Olivia". First name (FN) is not just from a personal name, but also generic first name (FN) forms like "Mack",

"Buddy", "Jack", or "Mate" and also first name with diminutive like "Nat" from "Natalia". (Wardaugh & Fuller, 2015).

2.1.1.1.2 Last Name (LN)

The second type of address terms is last name (LN). This type uses the last name of person to address. Examples from this type are "Hardy" from "Tom Hardy" and "Olsen" from "Elizabeth Olivia Olsen". Not only personal name, last name can also refer to a family name like "Johnson" from "Johnson's family".

2.1.1.1.3 Title (T)

The third type of address terms is title (T). Speaker who uses this type addresses someone just with his or her title, such as "Professor" and "Doctor". This type of address term uses official and legal title that someone owns. "Professor" and "Doctor" are academic title, but in title there are also generic titles like "Sir" and "Madam". "Sir" and "Madam" are generalized variants of the type of address terms title (T) (Wardaugh & Fuller, 2015).

2.1.1.1.4 Title plus Last Name (TLN)

The fourth type of address terms is title plus last name (TLN). This type combines the use of title (T) and last name (LN). For example, James Parker is a doctor who works in a hospital. In order to use the type of title plus last name (TLN), we can address him "Doctor Parker".

2.1.1.1.5 Pet Name (PN)

The fifth type of address terms is pet name (PN). Pet name is also a nickname (Wardaugh & Fuller, 2015). Pet name is a special name that is given by someone to someone else. The examples of pet name are "Honey", "Sweetheart" if someone has a very close relationship with other and "Kitty" if someone loves to play with kitten.

2.1.1.1.6 Kinship Term (KT)

The sixth type of address terms is kinship term (KT). Kinship term (KT) relates to different members of family. This type is used for people who are related as family relationship. The examples of kinship term are "father", "mother", "uncle" "grandfather" and "sister".

2.1.1.2 Functions of Address Term

The way people address depends on who we are talking to. The way to address teenager will be different from the way to address elderly. The use of address terms have several functions. According to Wardaugh and Fuller (2015), the function of address terms are equality, power differential and intimacy.

2.1.1.2.1 Equality

The function of equality in address terms shows the presence of the same level of power between the speaker and the interlocutor. The level may include age, power, rank of occupation and relationship. The use of first name (FN)

indicates equality (Wardaugh & Fuller, 2015). The way we address our friends with their first name like "Jack" from Jack Sparrow, "Harry" from Harry Osborn or generic first name like "Buddy" shows that we have the same level of equality as friends. The relationship of friends always has the same equality among all the people. In the case of age, we tend to address people who have the same age with us with their first name or last name, but the way we address older people will change into generic title like "Sir" or "Mam". Students in classroom address their friends with first name or last name because they have same level of equality as students. It will be different when it comes to addressing their teachers who have higher level of power in the classroom.

2.1.1.2.2 Intimacy

The way we address can be affected by intimacy. The intimacy depends on our relationship with the interlocutor. It can be least or greater intimacy. The use of first name (FN), pet name (PN), kinship term (KT) indicate intimacy (Wardaugh & Fuller, 2015). The way we address with first name indicates that we already know and have an intimacy to that person. Pet name (PN) shows greater intimacy in address terms. "Honey" and "Sweetheart" are used by people who have very close relationships like romance and family. Moreover, the words "father", "mother", "uncle" "grandfather" and "sister" show an intimacy among the family member. Title (T) indicates the least intimacy (Wardaugh & Fuller, 2015). It may happen in the case we visit a doctor and we address him "doctor". It shows that we don't have any intimate relationship with the doctor.

2.1.1.2.3 Power Differential

Power differential shows asymmetric power in a conversation. There are people who have higher level (superior) and lower level (inferior). One of the examples of power differential is in the classroom. The teacher will address the students with first name (FN) or last name (LN) like "David" or "Peter" and the students will address the teacher with title (T) like "Mr" or "Mrs" or title plus last name (TLN) like "Mr. Adam". This case shows there is a different level of power between the students and the teacher. In classroom, teachers have higher level of power than the students. Therefore, the teacher is the superior while the students are the inferior. The superior use first name (FN) and last name (LN) to the inferior while the inferior use title (T) or title plus last name (TLN) to the superior.

2.2 Previous Research

Research on address terms have been done by international and national researchers. The first international researcher is Ethelb (2015) with a research entitled "Using Address Terms in Showing Politeness with Reference to Their Translation from Arabic into English". The researcher investigated the translation of Arabic address terms into English. Politeness theory from Brown and Levinson's (1987) is used to find out whether the translation of the address terms in the target language still hold the politeness or not. The researcher took the data from a novel, *Madiq Alley*. The analysis showed the use of address terms and how

it applied the politeness strategies differently to show respect. The result indicated that some address terms appeared somehow burdensome or problematic and tend to be sacrificed as was hypothesized in the translation process.

The second researcher is 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 third researcher is 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. Moreoever, 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.

There are also some national researches from Indonesia. One of the national researcher is Tobing (2013) with the research entitled "How To Say "Hello" In Indonesian Language (Teaching Indonesian Address Term)". This research aimed to explain the Indonesian address terms for greeting and the use for students in schools. Indonesian address terms were used as the data in this research. The data were analyzed by describing the use of address terms in a dialogue. The conclusion from this research showed that the use of address terms depends on the status of a person like age, occupation and gender and also address terms used in the Indonesian language is more variable and have many choices of words that can be used as an addressing..

The second national researcher is Susanto (2014) with the title "The Pragmatic Meanings of Address Terms *Sampeyan* and *Anda*". This research aimed to find out the use of address terms *sampeyan* and *anda* by the students from Pasuruan and Probolinggo, 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 are some theories are 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 term *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 term *anda* was frequently applied to lecturer/teacher and *kyai*. This address term was commonly used to show the manner of respect, formality and politeness.
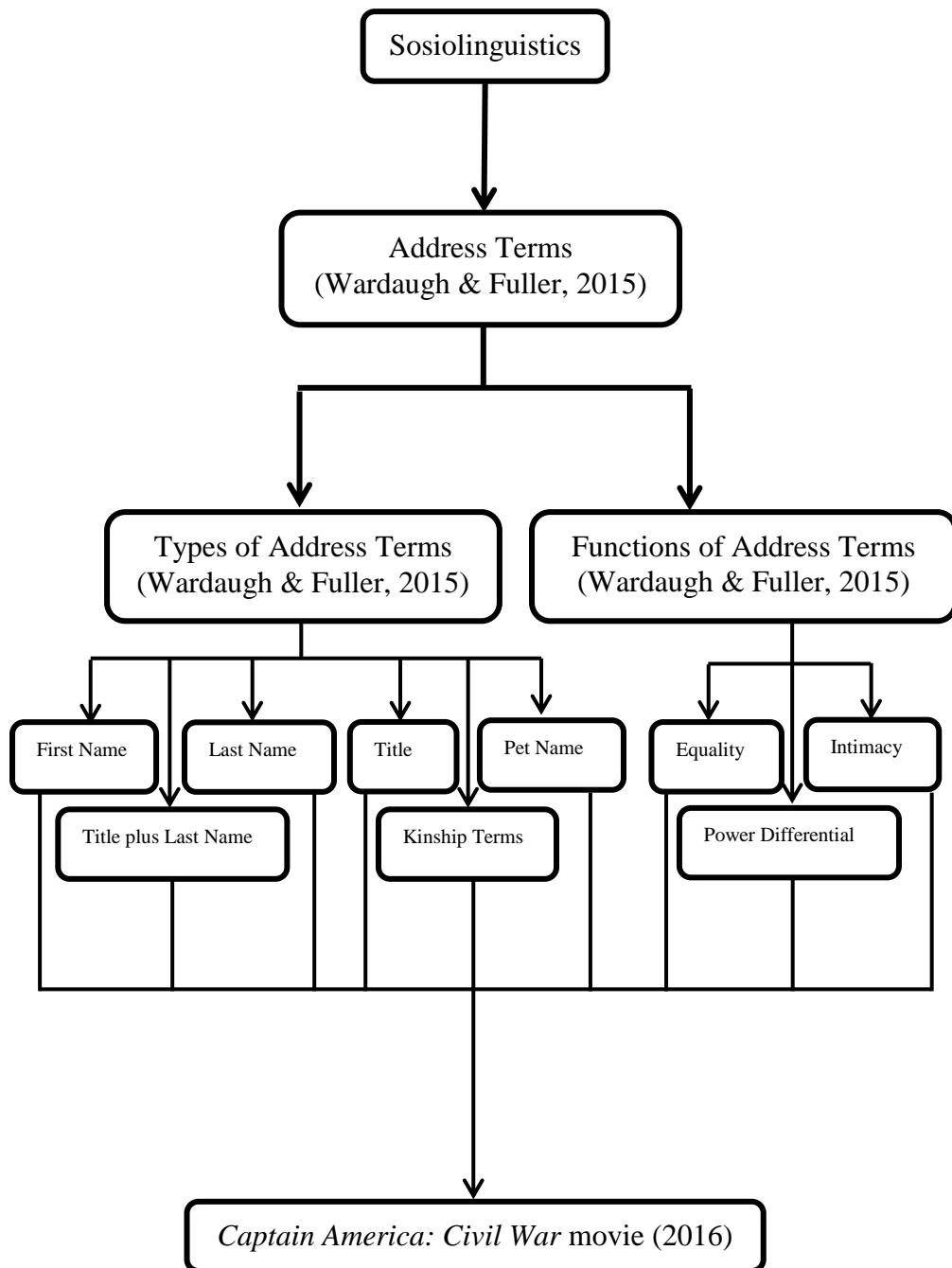
Based on all the previous researches above, the researcher found some similarities and differences compared to this research. In the first international research, the similarities are the research investigated about the types of address terms and use descriptive research. The differences are the research used address terms theory by Levinson (1983), politeness theory by Brown and Levinson's (1987) and the data was taken from a novel *Madiq Alley* (1975). The second international research, the similarities are the research aimed to explain about one type of address terms and use descriptive research. The differences are the research only analyzed one specific address term which is "teacher" and the reason of its generalization and the data was taken from the developing trends of the use of the word "teacher" in China. The third international research, the similarities are the research observed the types and the function of the address terms used by family members during dinner time interaction. The differences are the research used transcript from video that recorded the dinner time as the data and used theory from Goodwin (2006) to analyze the address terms implemented by the family members. The theory from Ochs and Schieffelin (2012) was also

used to analyze the affective stances (verbally, nonverbally and nonvocally) applied by both parents and children.

The researcher also found some similarities and differences in the national researches. The first national research, the similarities are the research observed the use of types of address terms and how the address terms functions in different context. The differences are the research used address terms theory from Wijana (1991) and Kridalaksana (1982) and took daily conversations as the data. The second national research, the similarities are the research used descriptive research and analyzed the use of types of address terms. The differences are the research used address terms theory from (Wardhaugh, 2002), *sampeyan* and *anda* (Wolf & Poedjosoedarmo, 1982), Politeness theory (Brown & Levinson, 1987), and Power and Solidarity (Brown & Gilman, 1960) to analyze the data and used data from observations, questionnaires and interviews.

2.3. Theoretical Framework

This research firstly explains about sociolinguistic. Then, it explained about address terms by Wardaugh and Fuller (2015). Address terms have its types and functions. The types of address terms are first name (FN), last name (LN), title (T), title plus last name (TLN), pet name (PN) and Kinship Terms (KT). The functions of address terms are to indicate equality, intimacy and power differential. The theory about address terms were applied to analyze address terms in *Captain America: Civil War* movie (2016).

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                    │   Sosiolinguistics  │
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                 │ (Wardaugh & Fuller, 2015) │
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    │   Types of Address Terms  │ │ Functions of Address Terms│
    │ (Wardaugh & Fuller, 2015) │ │ (Wardaugh & Fuller, 2015) │
    └───────────────────────────┘ └───────────────────────────┘
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| First Name | Last Name | Title | Pet Name | Equality | Intimacy |

| Title plus Last Name | Kinship Terms | Power Differential |

Captain America: Civil War movie (2016)

2.1 Theoretical Framework

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

There are two types of research designs; they are quantitative and qualitative research. Quantitative research is a method to find and collect data that can be measured with number and percentage (Sugiyono, 2012). However, qualitative research has comprehension data and cannot be measured by numbers (Sugiyono, 2012). Qualitative research has a descriptive base in order to understand a phenomenon more deeply. This research used descriptive qualitative method. The researcher used descriptive qualitative method because the data is in the form of words, phrases and sentences not in the form of numbers. The descriptive qualitative method is applied to analyze address terms in *Captain America: Civil War* movie.

3.2. Object of the Research

The object of this research is address terms. The address terms were analyzed based on Wardaugh and Fuller (2015) theory. The address terms have its types and functions. The types are first name (FN), title plus last name (TLN), title (T), last name (LN), pet name (PN), and kinship term (KT). The functions are equality, intimacy and power differential. The address terms were found out in a movie entitled *Captain America: Civil War*.

3.3. Method of Collecting Data

There are two ways in collecting the data namely observational method and interview method (Sudaryanto, 2015). According to Sudaryanto (2015), observational method is a research method which is done by observing the object of research in its context, whereas interview method is a method of question and answer between researchers and informants directly. The researcher collected the data with observational method because the data lies in a movie. In observational method, there are participatory and non-participatory techniques. Participatory means a researcher observe while engaging in interaction with speakers. However, in non-participatory, researchers do not engage in interactions with speakers. Non-participatory technique is used in this research because the researcher did not engage with the speakers in the movie. The researcher only watched the movie and observed the utterance. The researcher collected the data by highlighting the utterance that contains address terms.

3.4. Method of Analyzing Data

This research used address terms theory from Wardaugh and Fuller (2015) to analyze the data. The address terms analysis consists of types and functions of address terms. In analyzing the data, pragmatic identity method by Sudaryanto (2015) was applied. Pragmatic identity method is a method that have interlocutor as a determinant. This means that every utterance depends on the context of situation with the interlocutor. The differentiating writing lines technique by Sudaryanto (2015) was also applied to analyze the data. The technique was

applied because the data can be differentiated into words, sentences, phrase and paragraphs. The researcher analyzed the data by differentiating the data of address terms. It classified the types and the functions that contained in the data.

3.5. Method of Presenting Research Result

Presenting research result is an attempt by the researchers to display result of analysis in form of written reports (Sudaryanto, 2015). According to Sudaryanto (2015), methods of presenting research result are formal and informal. In formal method, the result is presented in formulations using numbers, signs and symbols, whereas informal method is used to present the result with ordinary words. This research used informal method in presenting the research result because the results of the analysis are in the form of sentences without any numbers.