CHAPTER 1

INTRODUCTION

1.1 Background of the research

In daily life, address terms are forms of communication used in the social environments of societies. An address term, which can be a word, phrase, name, or title (or a combination of these), is employed to address someone in writing or speaking. According to Chaer (1988: 136), address terms are words that can be used to greet or address another person, or the person being spoken to, in conversation. Address terms are also known as address phrases or address forms. Examples include nicknames, pronouns, names, and endearments. Linguistic constructions known as 'addressable phrases' are utilized in phrases to refer to or address specific individuals. Wardhaugh (2006) explains how factors such as societal status, age, gender, family relationships, occupational hierarchy, race, and degree of intimacy influence the usage of address terms. To avoid misunderstandings, individuals need to be mindful of the social setting, age, ethnic background, and gender of others.

An address term is used to get someone's attention during a conversation, for example, to get the attention of the other person to start a conversation or in the middle conversation. For example, people may use address terms such as nicknames when someone addresses their friend on a hectic day. The word indicates that the person addressed has understood the other person, or in a formal occasion, when someone with a lower position called their superior or someone with higher status with their title plus last name, as example, a staff addressed their boss named 'Adrian Mattheis' with just title plus last name which is 'Mr. Mattheis'. People might use address terms like their first

names. The word serves as an indication that the individual addressed has understood the other person. Many people are addressed and known by common personal names, nicknames, and other unique names. The linguistic and cultural elements involved in naming practices are of special interest in this study. The study of names and other forms of address, as well as alterations within them, is significant because language serves certain tasks for those who develop and use it. This makes communication between the two sides easier.

Wardhaugh (2006) states social status, gender, age, family relations, occupational hierarchy, race, and intimacy all influence how people utilize terms. Before welcoming others, people should consider their social standing. To avoid misconceptions, include your age, race, and gender. Even if a lecturer is their neighbor, university students will address them by name, followed by the lecturer's surname. As a result, students call various lecturers in their community than they do at university. Their communication should be appropriate in terms of subjects and conditions.

The addressing term phenomena can be observed in both actual and fictional interaction an example of actual interaction is daily conversation while in fictional interaction, the addressing term is also found in fiction such as in movies, dramas, comics, and even novels. Furthermore, this study uses film as a data source. A film is a moving piece of visual information that conveys a story and is viewed on a screen or television. The language uttered with various speech conditions and linguistic performance; speakers are governed by communicative competence, which necessitates awareness of extra-linguistic variables. According to Crystal (Leni Syafyahya et al. 2000: 3), address term is a technique of addressing the other person in direct verbal encounters. As a result, linguists usually interpreted language as an arbitrary system of sound symbols. Language, as a symbol system, is the same as other conventional symbols.

According to Holmes (2001), Social characteristics play a crucial role in explaining why not everyone speaks in the same way and in the same way all the time. He subsequently classified the four divisions related to the social factors as the social

aspect. The pro-active characteristics, as defined by Holmes in his book An Introduction to Sociolinguistics, are as follows: First, a bold social distance scale that describes how well we know someone in a social setting. Second is, a status scale that divides a person's status higher or lower than the other person. Third, the formality scale is related to the setting or type of interaction. Fourth, functional scale that describes purposes or topics of interaction. In addition, a functional scale is divided into two types of function. The first is referential, there is high or low information content where the topic is important or not. The second is effective, which shows the relationship between two people in the conversation is high or low.

1.2 Limitation Of the research

The forms of address terms used in the movie that need to be identified problems related to the topics discussed in this study, namely, the existence of different types of address terms used by the characters in the movie The Last Kingdom: Seven Kings Must Die and different social factors in the use of address terms. The writer focuses this research on the types of address terms on the characters in the movie The Last Kingdom: Seven Kings Must Die using Wardhaugh's (2006) theory and the social factors that influence the types of address terms that appear in the movie The Last Kingdom: Seven Kings Must Die using Holmes (2012).

1.3 Research Questions

The writer formulates the research problems as follows:

1. What types of address terms are uttered by characters in The Last Kingdom: Seven King Must Die movie?
2. What are the social factors of address terms applied by characters in The Last Kingdom: Seven King Must Die movie?

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1.4 Research Objectives

Based on the formulation of the problem above, the objective of the research is as follows:

1. To identify how types of address terms uttered by characters in The Last Kingdom: Seven King Must Die movie?

2. To reveal the social factors of address terms applied by characters in The Last Kingdom: Seven King Must Die movie?