

## CHAPTER I INTRODUCTION

### A. Background of the Study

In communicating, people habitually call or refer to other by using address terms which are appropriate to them. Fasold (1990: 1) defined address forms as “the words speakers use to designate the person they are talking to while talking to them.”

Address terms have an important role in a society, since they believe that they reflect politeness and appropriateness in communication. When people use certain address term, it will not only reflect the relationship between the addresser and the addressee but also the social factor which affects them in choosing the address term. They will be seen polite if they address others by using appropriate address terms and also the opposite.

Since address terms are important to maintain the relationship in society, people should understand the types of address terms and role in using address terms itself. Wardhaugh (1998: 263) states, ”In addressing another, the choice of name which you use for the other depends both on your knowledge of exactly who that other is and on the circumstances of the meeting.”

Address terms are not only found in real communication, but also in some literary works. Literary works are the real form of human feeling, thought, and creativity. They can be in the form of poetry, prose, novel and etc.

Novel is the most popular literary work. People prefer the novel to others to get something educating and amusing because novel is a long printed story about imagery characters and events. It tells about characters and characterization in daily life. A novel can also be defined as a fictional story which is written in words and has intrinsic and extrinsic element.

The intrinsic element of a novel consists of theme, character and characterization, plot, setting, point of view and moral value. The extrinsic

element of a novel consists of the author's background (economic, culture, and social).

Characters and characterization as one of the intrinsic element of a novel has an important role for the novel itself and for the readers. They can build the novel story and make it more interesting to be read. The author of the novel often uses address terms to strengthen the characterization of the character and the relationship among characters. They are usually found in most of written conversation of the novel.

In some novels, especially which set in palace, it is found assorted types of address terms which is used by characters. It occurs because of some social differences like power, age, hierarchy, gender, and etc.

In mythological novel by Rick Riordan entitled *The Blood of Olympus* which tells about the demigods' adventure and ancient Roman and Greek gods and goddess, is also found some uses of address terms. An interesting example is when the demigod addresses his or her parent who is also god or goddess by using honorific address term like *Your Majesty*, but in other occasion he or she address his or her parent by using *mother* or *father* which shows family relationship.

By conducting this research, the writer wants to analyze the address terms found in *The Blood of Olympus* novel. It is the final book of *The Heroes of Olympus* series which was released on October 7, 2014. She wants to know the types of the address terms, the equivalence of reasons of choosing the address terms, and the social factors affect the use of address terms.

The phenomena of address terms can be observed from a social interaction as reflected in this novel which can be seen in the following example.

- SL: Annabeth : "What are you doing here, **Your Bovine Majesty?**"  
 Juno : "Annabeth Chase. As charming as ever."  
 TL: Annabeth : "*Sedang apa Anda disini, wahai **Paduka Penguasa Sapi?***"  
 Juno : "*Annabeth Chase. Memesona seperti biasa.*"

The example above is a conversation between Annabeth and Goddess Juno. The conversation takes place in the ancient palace of Odysseus. Annabeth is the daughter of Athena, Greek goddess of wisdom, while Juno is goddess of women, marriage, and fertility. So, their relation is demigod and goddess, where Annabeth is inferior and Juno is superior.

In this conversation, Annabeth asks Juno who suddenly appears in front of her and her friends. It can be seen that she addresses Juno by using honorific term *Your Bovine Majesty*. At a glance, the address term used by Annabeth to address Juno is to show that she respects Juno as goddess, but actually, she wants to show her anger to Juno by adding *Bovine* on the address term. It is because Annabeth was in a bad humor to Juno, the one who made her boy friend lost his memory.

The address term used by Annabeth *Your Bovine Majesty* to address Juno is translated into Indonesian *Paduka Penguasa Sapi*. Based on the context, the use of Indonesian *Paduka Penguasa Sapi* is also to show anger. So, it can be concluded that the reasons of choosing the address term *Your Bovine Majesty* and Indonesian *Paduka Penguasa Sapi* in this conversation are equivalence. Then, the social factor which affects the use of address term is social status or rank of other (RO).

From the phenomenon found in *The Blood of Olympus* novel as explained above, the writer is highly motivated to analyze the address terms by using sociolinguistics approach by doing a research entitled **A SOCIOLOGICAL ANALYSIS ON ADDRESS TERMS FOUND IN THE BLOOD OF OLYMPUS NOVEL AND ITS TRANSLATION.**

## **B. Limitation of the Study**

This research limits the discussion of address terms in *Blood of Olympus* novel by using sociolinguistic approach. The sociolinguistics is used to describe the variation of the types of address terms and its translation, the pragmatic equivalence of reasons of choosing the address terms and its

translation, and the social factors affecting the use of address terms found in the novel and its translation.

### **C. Problem Statement**

Based on the statements mentioned in the background of study, the writer formulates three problems:

1. What are the variations of the types of address terms found in *The Blood of Olympus* novel and its translation?
2. How are the equivalence of reasons of choosing the address terms found in *The Blood of Olympus* novel and its translation?
3. What social factors affecting the use of address terms found in *The Blood of Olympus* novel and its translation?

### **D. Objective of the Study**

In this research, the writer has three objectives, as follows:

1. To describe the variations of the types of address terms found in *The Blood of Olympus* novel and its translation.
2. To describe the equivalence of reasons of choosing the address terms found in *The Blood of Olympus* novel and its translation.
3. To describe the social factors affecting the use of address terms found in *The Blood of Olympus* novel and its translation.

### **E. Benefit of the Study**

Some benefits of the research are:

1. Theoretical Benefit

The result of this study can be used as an additional knowledge and information especially for sociolinguistics study related to the variation of type of address terms, the reason of choosing particular address term, and social factor which affect the use of address term.

## 2. Practical Benefit

This research is expected to be useful as additional reference for the following parties.

### a. Lecturers

The result of this research can be useful as additional information for lecturers in teaching address system used as one strategy of politeness. It is also enrich the information about the English address terms and their Indonesian translation which includes the comparison of the type, reason, and social factor.

### b. Students

The result of this study can be used as an additional knowledge for students in learning sociolinguistics especially about address forms and the use of address forms based on the setting and social factors.

### c. Other researchers

The result of this research can be used by the other researchers to conduct the other researches in the same field.

## **F. Research Paper Organization**

The organizations of the research are as follow:

Chapter I is introduction. It consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. This chapter involves some theories related to the topic, those are: sociolinguistics, address terms, Dell Hymes' ethnography of communication, equivalence in translation, and previous study.

Chapter III deals with the research method covering type of research, object of the research, data and data source, method of collecting data, and method of analyzing data.

Chapter IV consists of data analysis and discussion of the findings.

Chapter V deals with conclusion and suggestion which contains the conclusion of the research result and the suggestion for the readers and other researchers.