

## CHAPTER I

### INTRODUCTION

This chapter divided into five parts. The first part is background of the research which explain why this research is important to be conducted. The second part is limitation of the study, the third part is problem statement, followed by its objective and the last part is the benefit of this research.

#### A. Background of the Study

Human is a social creature. It means that the existance of human can not be separated from the relation between one and other. Good relation in society will creates a good society. In order to gain that, communication using appropriate and clear language is needed.

Lehman ( in Srijono, 2014: 1) states that language is “ a system for the communication of meaning through sounds”. From the definition above, it is clear that the use of language is for communicate something which contains meaning through sounds. In the other hand, Wardaugh ( in Mesthrie, et.al 2000: 1) stated that language is “ a system of arbitrary vocal symbols used for human communication”. It means, in communication, the language use usually has not a connection between the form of a word and its meaning. For the example the term ‘dog’ in English refers to a particular animal by convention, not by special connection between the sequence d-o-g and the animal. The same case also happens in the use of “address form” in society.

Address term refers to how people address each other. According to Fasold (1990: 1) address terms are the words speaker uses to designate the person they are talking to while they are talking to them. He argued that there are only two main kinds of address form; names and second person pronoun.

Contrast to Fasold, Wardaugh (2006: 267) states that there are various ways on how people address others such as by using title (T), by first name (FN), by last name (LN), by nickname, or by some combination of these. He adds that there are two patterns in addressing one and others. There are, first,

symetric, which means someone called someone else in the same way, for the example “Mr. John” (TLN) to “Mr. James” (TLN) and the opposite, the second one is assymetric, it refers to someone address someone else in the different way, for the example “Mrs. Dina” (TLN) to “Dian” (nickname) and the opposite.

Address term is one of crucial things in society. The use of the address terms are different between one and others. Holmes (2001: 8) stated that social factor is the basic component in sociolinguistic explanations of why we don't all speak the same way, and why we don't all speak in the same way all the time. He then classified four components relate to social factor, it's called a social dimension.

The forth social dimensions as stated by Holmes in his book *An Introduction to Sociolinguistics* are: first, the solidarity-social distance scale which talked about how well we know someone. Second, the status scale, it talks about the relevance of relative status in some linguistics choice. Third, the formality scale, it talks about the influence of the social setting or type of interaction on language choice. And the last one is the refferential and affective function scales, which talked about objective information of a referential kind, and the feeling of someone.

On the other hand, Wardaugh (2006: 272) adds that there are the variety of social factors govern our choice of the address terms. They are; Particular Occasion (PO), Social Status or rank of the other (SS), Gender (G), Age (A), Family Relationship (FR), Occupational Hierarchy (OH), Transactional Status (TS), Race (R), and Degree of Intimacy (DI). Particular Occasion (PO) related to the place of the communication happen, Social Status or rank of the other (SS) related to the inferiority and superiority of the participants, Gender (G) related to the gender of the participant whether woman or man, Age (A) related to younger-older of the participant, Family Relationship (FR) related to the relation in a family, Occupational Hierarchy (OH) related to the circumstance around the place where people work, Transactional Status (TS) related to the relationship between two sides of participants, Race (R) related to

the race of the participants, and Degree of Intimacy (DI) related to the intimacy of the participants.

In speaking, the speaker should have awareness and sensitivity to make a successful speech. Some factors should be considered in time conversation happens. Hymes (in Wardaugh 2006) has proposed 8 factors involved in speaking. He used the word SPEAKING as an acronym for the various factors he deems to be relevant. They are: Scene (S) related to the time and place, Participants (P) related to the various combinations of speaker-listener/ addressor-addressee/ sender-receiver, Ends (E) related to the personal goals of participants, Act Sequence (A) related to the actual form and content of what is said, Key (K) related to the tone, manner or spirit in which a particular message is conveyed, Instrumentalities (I) related to the choice of channel, Norm (N) related to the specific behaviour, and the last, Genre (G) related to the types of utterances.

Address terms are the interesting objects to be studied. The study of address terms has been previously searched by many researchers, such as Afful (2007), Azin and Afghari (2015), Qin (2008), Meylina (2014), and Mangga (2015). All the journals above are related to the use of address terms in society.

Through understanding the use of address terms, there are many things that can be revealed, such as the identity of the speaker, the power of the speaker, even the relation between the speaker and addressee. Even though, people should understand the types and the social factors in choosing the appropriate address term.

The phenomena of address terms can happen in any source. Movies are one of the examples where address terms are used. In the movie, there are many conversations that happen in any different situations and any different settings. According to (Champoux: 2003) movies have abilities to present the power of sounds and the power of visual images. It means that movies present audio which contains communications or dialogues among the characters.

In conducting the research, the researcher chooses the source of movie because the movie is interesting, and the conversation inside is the reflection of human daily life, moreover, it is acceptable to use the movie as a data source.

A movie which is researcher presumed have a phenomena of address terms is *Alice in Wonderland: Alice Falls Into a Rabbit Hole*. It is an American fantasy adventure movie directed by Tim Burton, which tells an adventure of the girl named Alice in the land called Wonderland.

The researcher chooses that movie because the movie is interesting to be analyzed, since some part of this movies are reflected to social life and there are many different address terms occurred in many different situations. For the example the address terms used in the palace different to the address terms used in the forest, in the house, in the garden, etc. Through this movie, people can see that there are any reason that affects the use of address terms depending on the situational context.

## **B. Problem Statement**

Based on the background of the study above, the writer will purpose the following problem statements:

1. What are the types of address terms used by the characters in *Alice in Wonderland: Alice Falls Into a Rabbit Hole* movie?
2. What are the social factors affecting the characters in using the certain types of address terms?

## **C. Objective of the Study**

The objectives of the study will be the following:

1. To identify any types of address terms used by the characters in *Alice in Wonderland: Alice Falls Into a Rabbit Hole* movie.
2. To analyze the social factors affecting the characters in *Alice in Wonderland: Alice Falls Into a Rabbit Hole* movie in using the certain types of address terms.

#### **D. Benefit of the Study**

The researcher really hopes that her research on address terms in the movie have some benefits. The benefits of this study distinguished into two benefits:

##### 1. Theoretical Benefit

- a. This research can be used as an academic reference by other researcher to conduct further research dealing with address terms.
- b. This research is to fill the vacancy of pragmatics research about movie.
- c. As source of theory to any further researcher that wants to study the same case, so this research becomes a helpful information and useful reference for the next research.

##### 2. Practical Benefit

###### a. English Teacher

Get a new reference about the address terms which can be use as a teaching material.

###### b. Future Researcher

Get a new knowledge about the address terms and the social factor affecting the use of it which is reflected on the movie.