

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

A language is a system communication of human. According to Gumperz (1972) a language is a set of rules enabling speakers to translate information from the outside world into sound. In the society, people use language to make communication. Communication is a process of delivering information that contains various kinds of information from person to another person. As a member of society, people should know how to use a language in a communication, people must choose the language based on with whom people talking, based on the situation and where how the communication take place. People have their own types of address terms in communication and language reflects by addressing each other. There are six types of address terms. Wardhaugh (2015) labels the six types are addressing by nickname, title, title plus last name, last name, kinship name, and first name.

Sociolinguistics is a study of the relationship between language and society. Sociolinguistics explains people speaks in different social contexts, and sociolinguistics focuses on identifying the social function of language and the ways in which it conveys social meaning (Holmes, 2013:1). According to Lehman (1979) the study of sociolinguistics provides significant data about the relationship between language and culture where language is used.

Sociolinguistics is often encountered on the use of language which is used for communication by the community. Communication is a process of conveying information, messages, ideas, emotions, information, skills and so on. Generally, communication is a process of delivering information that contains various kinds of information from person to another person. Communication can work well if both the speaker and hearer can share the same meaning, message, and mind between. So, communication is a tool owned by humans as forms of system that come from human speech for interaction.

Communication between the speaker and hearer can start from call and greet with name, title, intimacy, or kinship name that in Sociolinguistics is called address terms. Address terms are collection words, phrases, names, which are used to call or greet someone which can be done directly (talking), or indirectly (reading). Address terms are usually in the form of words such as nickname, pronouns, intimacy, mockery, and all words that qualify. Address terms are forms of language used to call or greet person to attract attention, so that person respect or assist in conversation (Keshavars, 2001). Address terms are used to communicating based on the relationship between individuals, or groups in communication. Address terms are important communication tools in society (Rifai & Prasetyaningrum, 2016). The uses of address terms provide information about the speaker, the recipient, the relationship between them, and the sociocultural nature of a particular community.

As an important tool in communication the uses of address terms are also introduced to the learners. In curriculum of English 2013, it is stated that the students shows achieve the competence of using address terms which is formulated in standard competency, namely: (3.1) Applying social functions, text structure, and linguistic elements of oral and written transactional interaction texts that involve the act of giving and asking for information related to identify and family relationships, according to the context of its use. (Note the pronouns: subjective, objective, and possessive). And (4.1) Compile short and simple oral and written transactional interaction texts that involve the act of giving and asking for information related to identity, observe the social function, text structures, and correct linguistic elements. This standard competency (3.1) and (4.1) above are for grade 10.

In line with the target that should be achieved by the students, the government provide the materials for both teachers and students which are organized in BSE (*Buku Sekolah Elektronik*). Since the mastery of address terms is important. So, the researcher is interested in revealing the quality of the materials developed in BSE (*Buku Sekolah Elektronik*)

There are several previous studies on address terms which have been done by other researchers, but the research is purely Sociolinguistics. The

research proposes by the researcher here is related to how address terms is introduced in education. The first previous study is done by Rifai and Prasetyaningrum (2016) conducted research on Tangled Movie manuscripts using address terms analysis. The purposes of the study are to find out kinds and reasons of using address terms in tangled movie manuscripts. The results showed that the biggest uses address terms in this research is first name. The results showed that there were five kinds of address terms in this research namely, (1) addressing using names (first name, full name, and last name), (2) addressing using intimacy, (3) addressing using kinship, (4) addressing with respect, and (5) addressing using ridicule, and the results the reasons of address terms used in tangled movie manuscripts were showing, intimacy, mockery, intimacy, power, anger, and respectful. The second previous study is done by Krisnanda (2014) conducted research on kinship terms in Javanese Society using address system. The purposes of the study are to find out the actual the address system and the factors that influence the use of address form in kinship terms of Javanese Society. The results showed that the use of Javanese address form has been shifted. Javanese address forms related to kinship terms have been used not only for the element of family but also for other people who do not have kinship terms or even strangers. Javanese address form also has been improved. The third previous study is done by Alenizi (2019) conducted research on the case of Saudi Speech Community using address terms. The purposes of the study are to find out the role of social factors in the Saudi Speech Community. The results showed that there are nine main categories by speakers of Saudi Arabia to address one another including first names, common names, kinship terms, first names, intimacy, title, occupation and address based on gender (Male Female). Social factors such as age, gender, socioeconomic status, level of formality as well as degree of intimacy and occupation are also important in determining the use of forms.

Therefore, this research can equip the previous studies and expected to have strong impact and give knowledge about address terms. Based on the example of address terms above, the researcher tries to describe the address

terms and to describe the way the address terms are developed in BSE (*Buku Sekolah Elektronik*) grade 10 and 11.

Based on the background above, the researcher wants to reveal the type of address terms and the ways the materials of address terms are organized in textbook BSE (*Buku Sekolah Elektronik*). Even though the basic competence are in grade 10, the researcher explores BSE (*Buku Sekolah Elektronik*) in grade 11. Because, address terms are often found in grade 11, and also to see how address terms are used in next material.

## **B. Problem Statement**

Based on the background of the study, the problem statements of the study are:

1. What address terms are used in *Buku Sekolah Elektronik (BSE)* grade X, and XI?
2. How are the address terms developed in *Buku Sekolah Elektronik (BSE)*?

## **C. Objectives of the Study**

Based on the problem statement above, the objectives of the research are as follows:

1. To clarify the types of address terms used in *Buku Sekolah Elektronik (BSE)* grade X, and XI.
2. To describe the ways the address terms developed in *Buku Sekolah Elektronik (BSE)*.

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

The results of the current study will hopefully bring two benefit. There are practical benefit and theoretical benefit.

### **1. Theoretical Benefit**

The researcher hopes that this results of this research give contribution to the theory of Sociolinguistics in education.

### **2. Practical Benefit**

#### **a. English Teacher**

The researcher hopes that this research can give an impact of the teachers to increase the choices of address terms.

b. Future Researcher

This research is very useful for the next research, it can be used for literature review in the future research about address terms.

c. The author of the book

The researcher hopes that this research can give an impact for the author to develop the various perspective about address term