ADDRESSING TERMS IN *GAME OF THRONES SERIES SEASON 1 EPISODE 3*: A SOCIOLINGUISTICS STUDY

Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree in Department of English Education

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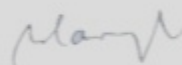
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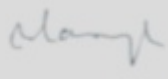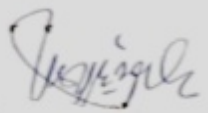
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Surakarta, 1 June 2021

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ADDRESSING TERMS IN *GAME OF THRONES SERIES* SEASON 1 EPISODE 3: A SOCIOLINGUISTICS STUDY

Abstrak

Salah satu komponen penting dalam komunikasi adalah istilah sapaan. Istilah sapaan merupakan bentuk panggilan kepada lawan bicara menggunakan etika bahasa yang baik. Penilitian ini difokuskan pada istilah sapaan yang digunakan dalam serial *Game of Thrones* pada Musim 1 Episode 3. Tujuan dari penelitian ini adalah untuk: (1) mencari tahu jenis istilah sapaan yang terkandung dalam serial Game of Thrones Musim 1 Episod 3, dan (2) mengungkap fungsi penggunaan istilah sapaan dalam serial *Game of Thrones* Musim 1 Episode 3. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis isi. Data dari penelitian ini diambil dari dialog pada serial *Game of Thrones* Musim 1 Episode 3 yang mengandung istilah sapaan. Analisis data menggunakan teori dari Wardhaugh (2006) dan Chaika (1982). Hasil dari penelitian ini menunjukkan bahwa pada serial *Game of Thrones* Musim 1 Episode 3 ditemukan 8 jenis istilah sapaan, yakni istilah sapaan berupa gelar (T) 27,27%, nama depan (FN) 12,73%, nama belakang 7,27%, gelar beserta nama belakang (TLN) 29,09%, istilah kekerabatan (KT) 3,64%, nama panggilan/nama kesayangan (N/P) 10,91%, gelar beserta nama depan (3,64%), dan ejekan (5,45%). Kemudian, ditemukan 3 fungsi dari penggunaan istilah sapaan, yakni untuk menunjukan keintiman (36,36%), untuk menunjukkan perbedaan kekuatan (40,00%), dan untuk menunjukkan kehormatan (23,24%). Peneliti menemukan dua bentuk istilah sapaan baru yang tidak termasuk dalam teori Wardaugh, yakni gelar beserta nama depan dan ejekan.

Kata Kunci: Istilah Sapaan, Serial Televisi, Sosiolinguistik

Abstract

One of the crucial components in communication is addressing term. Addressing term is a form of calling or greeting the interlocutor using good language ethics. This research is focused on the addressing terms used in Game of Thrones series in season 1 episode 3. The objectives of this study are: (1) to figure out the kinds of addressing terms contained in Game of Thrones Series Season 1 Episode 3, and (2) to reveal the functions of using such addressing terms. This research uses a qualitative approach with content analysis method. The data of this research are dialogues in Game of Thrones Series Season 1 Episode 3 which contains addressing term. The data of this research will be analysed using the theory of Wardhaugh (2006) and Chaika (1982). The results of this research show that in Game of Thrones Series Season 1 Episode 3 found 8 kinds of addressing terms, namely title alone (T) 27,27%, first name (FN) 12,73%, last name (LN) 7,27%, title plus last name (TLN) 29,09%, kinship term (KT) 3,64%, nickname/pet name (N/P) 10,91%, title pus first name (TFN) 3,64%, and mockery (M) 5,45%. Then, found 3 functions of the use of addressing terms, namely to show intimacy 36,36%, to show power difference 40,00%, and to show respect 23,24%. The researcher found two new patterns of addressing terms which do not belong to Wardhaugh's theory, namely title plus first name and mockery.

Keywords: Addressing Term, TV Series, Sociolinguistics

1. INTRODUCTION

According to sociolinguistics perspectives, there is no right or wrong in language as sociolinguistics studies language and its social context. In fact, the use of language as a means of communication is influenced by various factors including dialects, varieties, and the like. In accordance with Holmes (2013, p. 1) sociolinguistics studies the connection between the language and community also interested in clarifying why we talk distinctively in various social contexts. Sociolinguistics relates to all language actions comprise of a piece language in a social context and every different social context determines a specific form of language (Stockwell, 2002, p. 1). This definition is in line with Tagliamonte (2006, p. 3) states that some sociolinguists argue that language happens in context. The context can be influenced by several things such as the speaker of that language, the reason why the speaker using it, or where such language is being used.

Addressing is inherent in everyday life. Addressing term is a form of calling or greeting someone using good language ethics. Addressing term is used by an individual to start communicating and interacting in social life. In simple terms, good language ethics can be seen from the choice of addressing terms. According to Chaer (2004, p. 107) Greetings are used to greet, reprimand, or refer to the second person, or the person spoken to. As the researcher has explained above, the use of language is influenced by several things such as culture and where the speaker comes from, this is in line with the addressing terms. The use of addressing terms will definitely differ from country to country or even from region to region. The use of addressing terms in Indonesia is very different when compared to the use of addressing terms in the United States. In Indonesia, people tend to use titles such as "*Sir*", "*Mom*", or "*Sis*" to address older people. It is considered more polite and as a form of respect. Meanwhile in the United States, most people tend to directly addressing people's names without any titles, this is definitely influenced by cultures and habits.

According to Fasold (1990) addressing terms are the words speakers utilize to assign someone they are talking to while they conversing with them. Braun (2012, p. 24) states that when variations in address behaviour are strong, the use of particular form can provide more information about individual of the speaker than about the recipient other connection between the two.

According to Wardhaugh (2006, pp. 268–269), there are seven kinds of terms of address: firstname, lastname, title plus last name, pet name or special nickname, kinship, and title alone.

Chaika (1982, p. 46) stated that there are many functions relates to addressing terms namely to show intimacy, power difference, dan show respect.

Addressing terms especially use in the television series is significant phenomena in the perspective of sociolinguistics. In this research, the researcher chooses the series *Game of Thrones* as the object of research. *Game of Thrones* is an HBO television stations series produced by David Benioff and D. B. Weiss. Game of Thrones is a l TV series that is very popular throughout the world, a colossal series yet has great demand by people from all walks of life.

There are several previous studies related to this research. Ozcan (2016) has observed the address terms in the spontaneous conversation that is experienced by Turkish-Danish speaking children. Rifai & Prasetyaningrum have examined the types and function of address terms in Tangled movie. Files has investigated addressing terms in gender scope, how gender difference affect the use of addressing terms at Internal Medicine Grand Rounds. Ahn (2017) has studied how address terms in Korea are influenced by a Korean cultural scheme called *jangyuyuseo.* Rahmadani & Wahyuni (2018) have studied the type and function of address terms used by Kampar students studying in Padang. Unuabonah (2018) has observed the address terms used among staff members and the language ideologies in southwestern Nigerian University. Alenizi (2019) has examined address terms used in Saudi Arabia speakers which are divided by age and gender. This research aimed to figure out the kinds of addressing terms and the functions of addressing terms used in the series. If in previous studies mostly examined the phenomenon of addressing terms that occur in the real life. This study examines the phenomenon of addressing terms that occurred in television series in the Medieval Era.

This research is important to examine in order to provide an overview of the variations in address termsing used during the Middle Ages. Moreover, this research is expected to give positive impact in relation to the selection of appropriate addressing terms for calling someone. Rifai (2016) stated that social values of a society are something necessary to understand in order to speak politely. By choosing the right addressing terms to address someone can indicate our politeness level.

This research is positioned in completing the gap in previous study since it uses *Game of Thrones* series. This research will enrich the study about addressing terms in sociolinguistics. The researcher uses Wardhaugh (2006) and Chaika (1982) to analyze the data.

2. METHODS

In this research, the researcher uses a qualitative approach with content analysis method. Qualitative research is a descriptive research and tends to use analysis with an inductive approach (Rukin, 2019, p. 6). Technically, content analysis includes classifying symbols used in communication, using criteria in classification, and using certain analytical techniques in making productions (Sudaryono, 2018, p. 381). The object of this research is addressing terms expressions that used by the characters in *Game*

of Thrones Series Season 1 Episode 3. The data in this research are dialogues containing addressing terms in *Game of Thrones series season 1 episode 3* series, totalling 55 data. Meanwhile, the data source of this research is Game of Thrones series season 1 episode 3, produced by HBO Entertainment and its script. To collecting the data, the researcher uses the documentation method. Meanwhile, in analysing the data, the researcher uses the theory of Wardhaugh (2006) related to the kinds of addressing terms and the theory of Chaika (1982) related to the functions of addressing terms.

3. FINDING AND DISCUSSION

The finding is divided into two parts, the first is to find the kinds of addressing terms and the second is to reveal the functions of addressing terms contained in *Game of Thrones* Series Season 1 Episode 3. The findings are as follows:

3.1 Kinds of Addressing Terms

Table 1. Kinds of Addressing Terms

No.	Kinds of Addressing Terms	Example	Σ	%
1.	Title Alone	**My Lord** **My Lady** **Grand Maester** **Your Grace** **Khaleesi**	15	27,27%
2.	First Name	**Arya** **Pyp** **Benjen** **Lancel** **Jon** **Renly**	7	12,73%
3.	Last Name	**Stark** **Snow** **Lannister**	4	7,27%
4.	Title Plus Last Name	**Lord Stark** **Lord Varys**	16	29,09%

		Lady Stark		
		Lord Baelish		
		Lord Snow		
		Commander Mormont		
5.	Kinship Term	**Bother**	2	3,64%
		Child		
6.	Nickname/Pet Name	**Sweet Girl**	6	10,91%
		Darling		
		My sweet summer child		
		Cat		
		Ned		
7.	Title Plus First Name	**Jorah the Andal**	2	3,64%
		Lord Tyrion		
8.	Mockery	**Bastard**	3	5,45%
		Halfman		
		Kingslayer		
Total			**55**	**100%**

This study has shown that there were six kinds of addressing terms used by the characters in *Game of Thrones Series Season 1 Episode 3*. The finding of this study is supported by the theory of Wardaugh (2006). The theory stated that there were six types of addressing terms, namely: (1) Title alone, (2) First Name, (3) Last Name, (4) Title plus Last Name, (5) Kinship term, (6) Nickname or Pet Name. From the findings in table 4.1, the addressing terms expressed by the characters in the series are in line with Wardhaugh's theory. However, the researcher found two kinds of addressing term which do not belong to Wardhaugh's theory. They are Title plus First Name and Mockery. The use of title plus first name indicates respect and politeness. Title plus first name is used to address someone who has a patent title attached to him/her. Meanwhile, the use of mockery indicates intimacy, it can also indicate the addresser's anger towards the addressee. People tend to use mockery because they already know each other. The use of mockery is usually based on physical appearance or bad things that someone has done in the past.

According to table 1, the researcher found 15 data or 27,27% refer to the title alone (T), 7 data or 12,73% refer to the first name (FN), 4 data or 7,27% refer to the last name (LN), 16 data or 29,09%

refer to the title plus last name (TLN), 2 data or 3,64% refer to the kinship term (KT), 6 data or 10,91% refer to the nickname or pet name, 2 data or 3,64% refer to the title plus first name, 3 data or 5,45% refer to the mockery. It is clearly showed that the most prominent addressing term used in Game of Thrones Series Season 1 Episode 3 is title plus last name (TLN) as it is found 16 data (29,09%) in the series. The domination of the use of title plus last name may be due to the fact that Game of Thrones is a colossal series set during the Medieval Ages period.

The finding of the kind of addressing term is in line with several of the previous studies. The first is Rahmadani & Wahyuni (2018) examine Types and Functions of Address Terms Used by IMPK-SB 'Kampar Students Studying in Padang and the second is Rifai & Prasetyaningrum (2016) analysed Addressing Terms in Tangled Movie Manuscript.

3.2 Functions of Addressing Terms

Table 2. Functions of Addressing Terms

No	Functions of Addressing Terms	Example		%
1.	To Show Intimacy	Eddard Stark: **Darling**, listen to me. Sansa will be married to Joffrey someday. She cannot betray him. She must take his side even when he's wrong. Arya Stark : But how you can let her marry someone like that? Eddard Stark : Well….. look at me.	20	36,36%
2.	To Show Power Difference	Eddard Stark: There will be no plans until I speak to Robert. Forgive me, my Lords. I had a long ride. Varys : you are the King's Hand, Lord Stark, we	22	40,00%

		serve at your pleasure.		
3.	To Show Respect	Jorah Mormont: I've heard that your father was a famous warrior. Rakharo : He was bloodrider to Khal Bharbo. And your father, Jorah the Andal? He was a warrior also? Jorah Mormont : He still is. A man of great honor. And I betrayed him.	13	23,64%
	Total		**55**	**100%**

There are three functions of addressing terms discovered in this study. The functions of addressing terms uttered by the characters of *Game of Thrones* series are in line with the theory of Chaika (1982). It is stated that there are three functions of addressing terms: (1) To Show Intimacy, (2) To Show Power Difference, (3) To Show Respect.

Based on the table 2, there are 20 data found to show intimacy with a percentage of 36, 36%, then 22 data found to show power difference with a percentage of 40,00%, and the last is 13 data found to show respect with a percentage of 23, 63%. It clearly showed that the most prominent function of addressing terms used by the characters of Game of Thrones Series is showing power difference. As previously stated, the series happened in the Medieval Ages, when monarchy system was still entrenched. The difference in position which based on the position in parliament and the descent which binds to the characters causes the use of power difference to be very strong in this study. The finding of the function of addressing terms are related to the previous studies. The first is Rahmadani & Wahyuni (2018) examine Types and Functions of Address Terms Used by IMPK-SB 'Kampar Students Studying in Padang' and the second is Rifai & Prasetyaningrum (2016) analysed Addressing Terms in Tangled Movie Manuscript.

4. CLOSING

From the results of this research, the researcher makes a conclusion, as follows: 1) The researcher found 55 data contain addressing terms used by the characters of Game of Thrones Series Season 1 Episode 3. There are eight kinds of addressing terms, namely title alone (T), first name (FN), last

name (LN), title plus last name (TLN), kinship term (KT), nickname/pet name (N/P). TLN becomes the most dominant kinds used in the series with 16 data or 29,09% as the series happened in Medieval Era and monarchical atmosphere still thick. The use of TLN is considered the politest to address a royal parliament member or the leader of the Houses and their descendants. The researcher contribute to finding two patterns of new addressing terms which do not belong to Wardhaugh's theory, namely title plus first name and mockery. 2) There are three kinds of addressing terms used in Game of Thrones Series Season 1 Episode 3, namely to show intimacy, to show power difference, and o show respect. To show power difference become the most dominant function used in the series, since it is found 22 data or 40,00%. The difference in position which is based on the position and the descent which binds to the characters causes the use of power difference to be very strong. People tend to use title alone or title plus last name for addressing in order to show that the interlocutors have a higher position or can be said to be superior in a conversation.

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