

CHAPTER I

INTRODUCTION

A. Background of The Study

Language is a core of communication, which is a very essential thing in our daily life. In communication, there must be a speaker and a listener. Besides, between the speaker and the listener there must be a language that is both mutually understood. If there is no language, certainly the communication between the two parties will not be effective. 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. Thus, the use of one's language is influenced by where the person comes from, the culture, and educational background.

(A conversation happened in the faculty room between Prof. William as the lecturer and Ibrahim as the student)

Prof. William : You can take the follow-up exam on Tuesday.
Make sure that you come on time.

Ibrahim : Alright, **Prof.** Thank you for the chance, I
promise that I wouldn't come late.

Prof. William : Sure. Eh, why did you call me "Prof"? Most of
my students address me by using by nickname.
How polite you are.

In the dialogue above, Prof. William as an addressee while Ibrahim as an addresser. The conversation took place at Harvard University where Ibrahim studied. Ibrahim is a freshman student from Indonesia, who highly upholds the culture of politeness. He used to address older people, especially teachers, by using the title. That is why he address Prof. William using the title *prof.* Meanwhile, Prof. William is a native of USA. The use of title to address the teacher is ignored, most students address him by using nickname or last name. Thus, he was stunned when Ibrahim addressed him by using title.

The above conversation is an example of the phenomenon of addressing terms. In our lives as a community, of course, 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, the choice of addressing terms in question is the accuracy of choosing the addressing terms according to the person we are talking to, to whom we are talking to. 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. While in the United States, most people tend to directly addressing people’s names without any titles, this is definitely influenced by cultures and habits. Indonesia is very rich in ethnicity, race, and culture, those all influenced the variety of addressing terms exist in Indonesia. For example, Javanese use the titles “*Mas*” and “*Mbak*” to refer to men and women who are older than them or are generally used to address strangers. While Sundanese tend to use “*Akang*” and “*Teteh*” to address older men or women or strangers they met. Nevertheless, in general we can use Bahasa Indonesia as the lingua franca if we want to communicate with people from different regions.

The topic of addressing terms has previously been researched by a number of researchers, one of which is a research conducted by Ahn (2017). The title of the research is *Seoul Uncle: Conceptualization Behind the Use of Address terms in Korean*. The research focuses on addressing terms in Korean from a cultural linguistics perspective. This research explains how address terms in Korea are influenced by the Korean cultural scheme called *jungyuyuseo*. *Jungyuyuseo* itself means there must be order between seniors

and juniors. The study reveals the *jungyuyuseo* scheme influences the choice of addressers in hierarchical social structure in Korea. This finding also offers implications for potential causes of misunderstanding between Korean and non-Korean.

Then, a research conducted by Alenzi (2019) entitled *The Norms of Address Terms in Arabic: The Case of Saudi Speech Community*. This study observed the norms of address used in the Saudi Arabic speech community. The findings of the study reveal nine main categories as basic techniques used by Saudi Arabic to address interlocutors, including first name, teknonyms, common names, kin terms, terms of endearment, kin term along with first name, titles occupation and address by gender.

A research conducted by Rahmadani & Wahyuni (2018) entitled *Types and Functions of Address Terms Used by IMPK-SB 'Kampar Students Studying in Padang'*. The purpose of this research is to examine the address terms types and also the function used by people in IMPK-SB Kampar Students studying in Padang. The result of this research showed that there are only four types of addressing terms used by IMPKSB among seven types proposed by Wardhaugh. They are special nickname, pet name, kinship terms and title only. Other previous studies will be presented in Chapter II in the previous study section.

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 TV series that is very popular throughout the world, a colossal series yet has great demand by people from all walks of life. The series had succeeded to steal nearly 14 million viewers per-episode around the world. The popularity of the series is not only judged by the number of the viewers, but also by its quality as it is proved by 269 prestigious awards won by the series. The series did make the audience “think” a little while watching, conflicts over the throne among great clans, war tactics, the political conflicts, and also the humour made it more complicated yet very worth to watch. Game of Thrones series itself consists of 8 seasons that aired from 2010 to 2019, but in this paper the researcher will only take one of the seasons, the first season in the episode three. The Game of Thrones Series itself is adapted from a novel entitled “A

Song of Ice and Fire” by George RR Martin. Martin himself received inspiration from the storyline of the Wars of the Roses in Great Britain (1455-1485). The story in Game of Thrones series is a reflection of Europe during the Middle Ages times from the culture, royal intrigue, feudal system, to the castle. This greatly affects the language, especially addressing in social life in the Game of Thrones series

This research is important to examine in order to provide an overview of the variations in addressing terms 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. 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. 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.

B. Problem Statement

The research will be conducted to discover the answers of these following questions.

1. What kinds of addressing terms are used in the Game of Thrones Series Season 1 Episode 3?
2. What are the functions of addressing terms used in Game of Thrones Series Season 1 Episode 3?

C. The Objective of the Study

Based on the Problem Statement above, the researcher hopes formulates the objective of the study into the following points.

1. To figure out the kinds of addressing terms that used in Game of Thrones Series Season 1 Episode 3.
2. To reveal the functions of addressing terms in Game of Thrones Series Season 1 Episode 3.

D. Benefit of the Study

1. Theoretical Benefit

- a. This research can contribute to knowledge related to the use of appropriate addressing terms.

2. Practical Benefit

- a. Sociolinguistics lecturer

The researcher hopes that the sociolinguistics lecturer will get variety of addressing terms.

- b. Future researcher

The future researchers are expected to use the result of this paper as the references for the next related research.