

ABSTRACT

Siregar, Susiyanti. 2016. Terms of Address by Mandailing Community in Wedding Ceremony Video. A Thesis English and Literature Department, Faculty of Language and Arts, State University of Medan.

Linguistics is the scientific study of language and socio basically similar to social or related to people in the society. Sociolinguistics is branch of linguistics and terms of address is one of sociolinguistics major. This study deals with the Terms of Address by Mandailing Community in Wedding Ceremony Video. This study aims to find out the kinds and factors that influence the terms of address by Mandailing community in wedding ceremony video. This study conducted by using descriptive qualitative design. The data of this research were taken from the transcript of Mandailing wedding ceremony video. The data were collected by observation technique. After analyzed the data it was found that there were 203 kinds of terms of address, 315 factors that influenced the terms of address and also there were some the terms of address used it's not by Mandailing address terms. The most dominant kind the terms of address are used by Mandailing community in wedding ceremony is KT (147 times) 72,41%. And The most dominant rarely used by Mandailing community in wedding ceremony video is T (13 times) 6,40%. The most frequent factor that influenced the terms of address by Mandailing community in wedding ceremony video is FR (146 data) 46,35%. And the less factor that influenced of the term of address by Mandailing community in wedding ceremony video is TS (1 data) 0,31%.

Keywords: Sociolinguistics, Terms of Address, Mandailing Community