

CHAPTER I

INTRODUCTION

A. The Background of the Study

Sociolinguistics is interdisciplinary science which is derived from two basic elements: socio and linguistics. Linguistics is the scientific study of language and socio basically similar to social or related to people in the society (Sibirian, 2014: 1). Language as a meaning has a very important function in daily life. Language cannot develop in a vacuum and there is no society alive without language. Language helps people to know each other and especially to get an information. This is the reason for people use language, because language is a network of relationship.

In communication process, there is a time where people should greet their speaker. The way of greeting is called as the terms of address. Addressing is how someone addressee another one, therefore, address is the general use of these form, in the sense of 'the manner of referring to someone in direct linguistics interaction', has provided sociolinguistics with a major field of study (Kurt:2011).

With the development of globalization and the expansion of the intercultural communication, the contact between people from different countries or regional, cultures and ethnics are becoming more and more frequent (Yang:2010). It is inevitable to use terms of address which differ because of the diversity of culture.

Terms of address are culture dependent and change in the course of time as old criteria become obsolete and come to be replaced by new criteria, and other criteria may be added to create a new system (Taavitsainen and Jucker, 2003) in Yang journal.

Every country has two or more languages spoken by the people and also has regional language used throughout the country. In English or American people can be addressed by his name, his title his name plus his name, or by nothing at all, that is, no-naming form or when someone has in doubt as to how to address another they can actually avoid the difficulty by not using any address term at all. they can say *Good morning* as well as *Good morning, Sir/Mr Smith/Susie*. In other languages such avoidance may be either impolite or deficient.

Brown and Ford (1961:378) in Fasold (2000) state that speaker may use more than one form of the proper name for the same addressee, sometimes saying title last name (TLN), sometimes first name (FN) or last name (LN) or a nickname, sometimes creating phonetic variants of either first name (FN) or the nickname. However, the choice is not arbitrary.

English never has one characteristic to address someone. For example, people will call mom to address their mother, but it will be different from formal situation, such as their mother as a speaker in seminar they will call "mrs" to their mother. In Indonesia which has many different customs, someone will call him/her older sister as "kakak" and younger sister as "adek". From the example above, it can be seen that the value of respect of someone will differ when he/she address another one.

Wardhaugh (2006:268) has his own types of address terms. He states that the types of address terms are first name (FN), title plus last name (TLN), title alone (T), last name (LN), pet name (PN), and kinship term (KT).

Indonesia has national language that is used in formal situation and regional languages is used in informal situation which function has a symbol of the people's regional identity. For example, in North Sumatra's society have some regional languages, these are Karo language, Pakpak language, Mandailing language, Toba language, and many more.

Mandailing language is one of the regional languages spoken by mandailing ethnic community and also it is part ofataknese. Mandailing language or Mandailing community is different from other language. It is such in communication process, Mandailing community use special address terms. Nasution (2005) says that in Mandailing community to create a harmonious relationship should be based on ethics to address someone. Addressing in Mandailing community is influenced by culture. Culture means the characteristics one society with many aspects; such as age, sex, status, level of position, and level of education that they used to address someone.

Mandailingcommunity do not arbitrary to address someone. Theydo not allowto call someone by her name especially to the older addressee. It is impolite to address someone by her name and also the address someone with personal pronoun such as "you", "kamu" in bahasa or "ho" in Mandailing.

In mandailing community, there is some aspect which influence the way of them use terms of address, such as kinship. It also depends on the situational

context. Kinship term are terms for blood relations and for affine (Braun, 1988) in Yang journal (2010), indicating the relationship between one person and his relatives.

The researcher has made a survey or questionnaire for Mandailing people about the use terms of address byMandailing community.From the answers of respondent, the researcher has found some issues. The first,the result shows that by thirteen respondents, just one respondent use addressing terms correctly, it is 7,69%. And twelve respondent use addressing terms incorrectly, it is 92,31%. Second, there is the most dominant incorrect where they use addressing terms to their mother. There are ten respondent (76,92%) use addressing terms to their mother incorrectly, so it means only three respondent (23,07%) use addressing terms to their mother correctly. Based on result of survey, many Mandailing community do not know how use the terms of address anymore.

The researcher has also found in wedding ceremony that Mandailing address terms are not fully used anymore. Based on survey and all explanations above became the reason why researcher choose this topic. By considering what is written above this study analyzed about terms of address by Mandailing community in wedding ceremony video. This study usesWardhaugh's theory.

B. The Problem of the Study

The problem of the study are formulated as the following:

1. What kinds of the terms of address are used by Mandailing community in wedding ceremony video ?

2. What factors influenced the terms of address by Mandailing community in wedding ceremony video?

C. The Scope of the Study

This study describes one of the sociolinguistics aspects or general topics in sociolinguistics. The researcher is focused on finding the terms of address by Mandailing community in wedding ceremony video. By explaining, terms of address in sociolinguistics that it focuses on the finding kinds and factors that influence the terms of address.

D. The Objectives of the Study

The objectives of this study are:

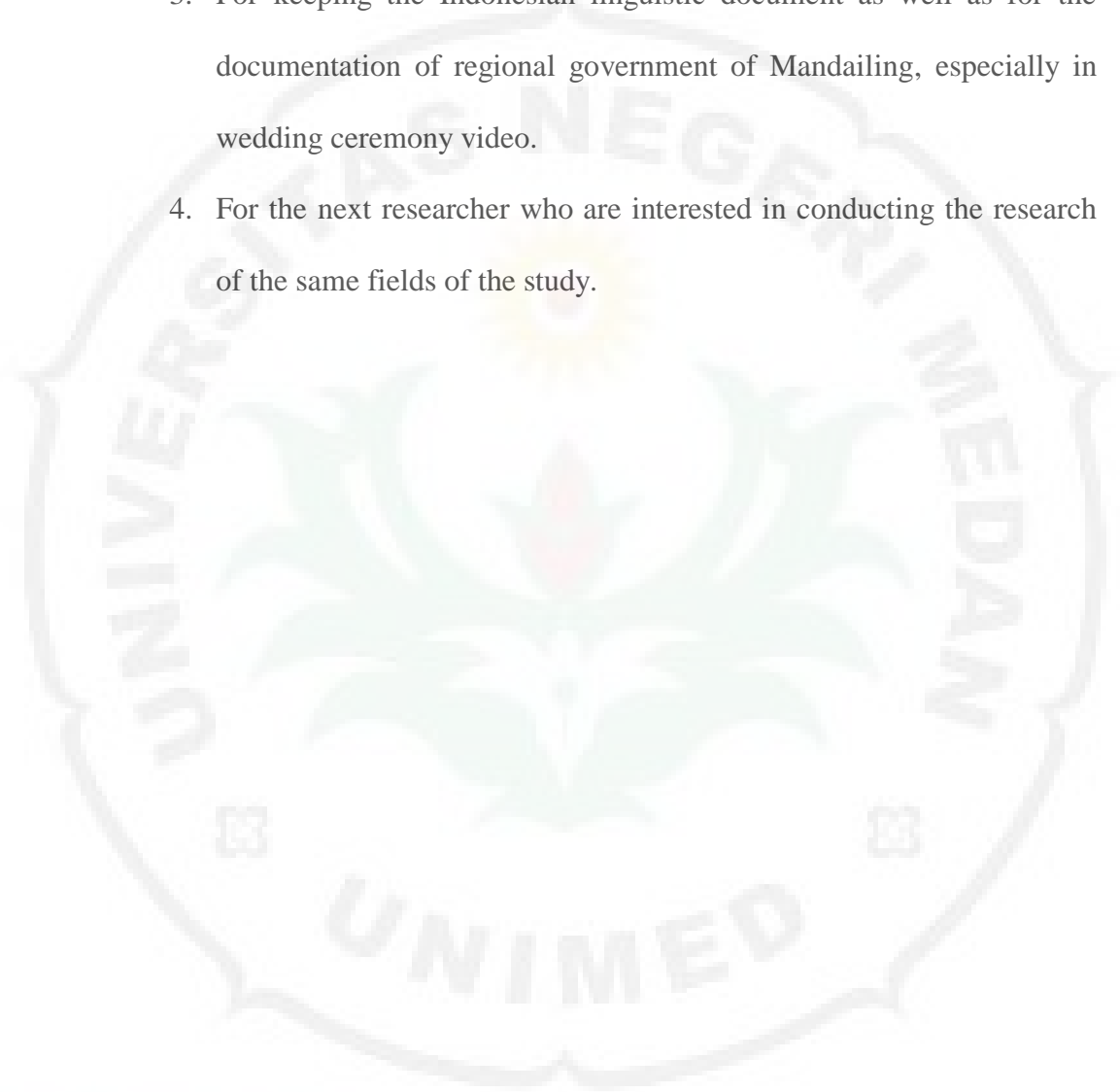
1. To find out what kinds of the terms of address are used by Mandailing community in wedding ceremony video.
2. To find out what factors influenced the terms of address by Mandailing community in wedding ceremony video.

E. The Significance of the Study

The significance of this study are:

1. For younger who wants to enrich and to improving their knowledge or their ability in Mandailing language
2. For Students, to obtain more about the terms of address by Mandailing community.

3. For keeping the Indonesian linguistic document as well as for the documentation of regional government of Mandailing, especially in wedding ceremony video.
4. For the next researcher who are interested in conducting the research of the same fields of the study.



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