CHAPTER I

INTRODUCTION

A. The Background of the Study

Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and of how language function in communication; the equivalent goal in the Sociology of language is trying to discover how social structure can be better understood through the study of language.

A recognition of variation implies that we must recognize that a language is not just some kind of abstract object of study. It is also something that people use, following chomsky's example, many linguistics have argued that we should not study a language in use, or even how the language is learned, without first acquiring an adequate focus on developing this latter knowledge. The linguistic should be to write grammars that will help us develop our understanding of language. This kind of linguistic is sometimes referred to as 'theoritical linguistics' and it has claimed a privileged position for itself within the overall discipline of linguistics, investigation of language use have little to offer us in such a view.

Many sociolinguistics have disagreed, arguing that an asocial linguistics is scarcely worthwhile and that meaningful insight into language can be gained only only if such matters as use and variation are included as part of the data which must be explained in a comprehensive theory of language, such a theory of language must have something to say about the uses of language.

Hudson (1996) has described the difference as follows; sociolinguistics is 'the study of language in relation to society,' whereas the sociology of language is 'the study of society in relation to language. In other words, in sociolinguistics we study language and society in order to find out as much as we can about what kind of thing language is, and in the sociology of language we reverse the direction of our interest.

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 refreshing to soemone in direct linguistics interaction', has provided sociolinguistics with a major field of study (Kurt:2011).

The study of language in its social context means crucially the study of linguistics variation. in different social context, an individual will speak in different ways, this is called stylistic variation. moreover, speakers who differfrom each other in terms of Age, Gender, Social, Ethnic group.

A wothwhile sociolinguistics, however must be something more than just a simple mixing of linguistics and sociology which takes concept and findings from the two disciplines and attempts to relate them in simple ways, it certainly must go beyond Horvath view 91998) that sociolinguistics should just pick and choose freely from sociology.

The scientific study of language, its uses and the linguistics norms that people observe poses a number of problems, such a study must go a long way beyond merely devising scheme for classifying the various bits and pieces of linguistics data you might happen to observe.

will also differ from each other in their utterance the address term, even in the same context-this is called social variation. Every language shows the social characters of the speakers of addresses. Furthermore, it shows the relation between them.

The structure of a language determines the way in which speakers of that language view the world or, as a weaker view, the structure does not determine the world-view but is still extremely influential in predisposing speaker of language toward adopting their world-view.

The culture of a people finds reflection in the language they employ because the value certain things and do them in a certain way, they cometo use their language in ways that reflect what they values and what they do. Certain language reforms can also be seen as relying on this perspective, the reforms are made because of changes in social norms, a fourth possibilty is to assume that there is no relationship at all between lingusitic structure and social structure and that each is independent of the other.

Addressing terms is the part of greeting. Addressing term in greeting of conversation shows the interest between the participants. Some people usually do addressing someone before they begin the conversation. Calling someone's name is the most common way of addressing. In addressing, the person must consider the classification, such as Addressing using Name, Addressing of Intimate terms, Addressing of Kinship terms, Addressing of respectful terms and even Addressing of Mockeries (Wardaugh, 2000:264)

People should understands the language, social and cultural values of the society. They tend to think of politeness just a matter of saying please in making

request and saying thank you when someone does something for us or gives us wahat we want. People should use addressing terms which appropriate to addressing someone and we also considerate politeness in every sentence we said in order not to offends the partner of conversation (Artika, 2008:4).

Nababan(1993;40), say that the greeting system (greeting) is someone tool speaker to express something to others. This greeting will refer to the person you are talking to so that the attention is fixed on the conversation system greeting in the form of words or phrases. Crystal (2008) states that "The address terms is a the term used to refer to someone in a direct linguistic interaction".

Wardaugh (1993:253) Confirms that the actual rules of address in a society are as complex as the society itself. Someone may address the same person in different ways. It is due to social contex. In addressing, the speaker usually use address terms to call each other during the conversation.

Indonesia has National language is used in formal situation and regional language is used in informal situation which function has a symbol of the people's regional identity, these are Pesisir language, Batak language, Karo language, Mandailing language, and many more.

Terms of address is culture dependent and change in the course of time as old criteria become absolute and come to be replace by new criteria, and other criteria, and other criteria may be added to create a new system (Taavitsainen and Jucker, 2003)

Warding (2000;267) states that one consequences is the choosing the right terms of address to use, in a hierarchical society may not always be easy. He also describe that people may address or names another by title (T), By First Name

(FN), by Last Name (LN) , by Nickname, and even by some combination of these forms.

People use language to communicate each other. As a member of society, people have their own behavior toward language. Sociolinguistics has been defined as the study of language in its social context. In different social context, an individual will speak indifferent ways, this is called stylistic variation. moreever, speaker differ from each other interms of age, gender, social class, ethnic group, for example, will also differ from each other in their utterance the address term, even in the same context-this is called social variation.

Every country never has one characteristic to address someone. People can find forms of addressing term used. In the formal situation, people usually address someone else by their titles like "Mr" to their father, "Mrs" to their mother. Besides in relax situation someone often calls a friend with his or her. In indonesia which has many different customs, someone will call him/her older sister as "Kakak" and younger sister as "Adek".

Central Tapanuli is a district located on the West Pesisir of North Sumatera. Nearly 50% of the Indonesian and Foreign Tribes are in Central Tapanuli. Ethnic group in pesisir is a Minangkabau community migrated to Central Tapanuli since the 14th century and mixed with the Malays, Mandailing, and Toba Bataks, etc. Ethnic group on the Pesisir Barus is various it's because Barus ia a trade from some of the country and island in Indonesia. Barus famous with *kapur barus* and spices.

Pesisir Barus is a sub-district in Central Tapanuli, North sumatera, Pesisir Barus of emporium and the center of civilization in the 1st – 17th century, and

also called by another name, namely *Fansur*. Pesisir Barus language or abbreviated (*Bahaso Pasisi*) is one of the regional languages in the Malay family spoken by the Pesisir tribe which is a resident of Central Tapanuli, North Sumatera. It is such in communication process, Pesisir Barus comunity use special address terms in Address Using Kinship.

Pesisir Barus community do not arbitrary to address someone. They do not allow to call someone by her name especially to the older addresee. It is impolite to address someone by her name and also to addressed someone with personal pronoun such as "I", "Saya" in bahasa or "Ambo" in Pesisir Barus. Pesisir language is unique language in the form of word and pronounciation, and the language almost the similar with the Minang language just different in Pronounciation and Accent.

This language spreads along the West Pesisir of Sumatera island starting from Mandailing Natal, Sibolga, Barus. This language is considered as one of the dialects in the Minangkabau langauge, because the history of this language begins with the presence of Minang community from the region who went to trade along the Western Pesisir of the Northern part of Sumatera Island.

B. The Problem of the Study

The problems of study are formulated as the following,

1. What kinds of address terms are used by speakers of the *Pasisi Barus*language (BPB) ?

2. What factors of influencing cause the use of address term is *Pasisi Barus* language (BPB) ?

C. The Objective of the Study

The line with the problem the objective the study are,

1. To categorize address term used by speakers of the *Pesisir Barus* language (BPB).

2. To reason the use of address term by the different people in *Pesisir Barus* Community.

D. The Scope of the Study

This study is to describe one of the sociolinguistics aspects which influenced relation language and culture in used terms of addressing in Pesisir Barus Community. Terms of Address in Sociolinguistics that is focuses on the kinds and factors influencing cause the use Addtress Terms.

E. Significances of the Study

Finding of the study are expected to apply both the use and Problem Significance,

1. Theoritically, this study can be usefeul for other researcher who are interested in conducting the research in the same field, focusing on terms of addressing using name and family relationship in *Pesisir Barus* community.

2. Practically, the finding expected to be useful for *pesisir barus* community, to know kinds of address Term and factors influencing the use of address terms.