

THE USE OF ADDRESS FORM IN *HITCH* MOVIE: A SOCIOLINGUISTIC STUDY

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ABSTRAK

Artikel ini membahas bentuk-bentuk kata sapaan yang digunakan dalam suatu percakapan. Tujuan penelitian ini adalah untuk mengetahui latar belakang penggunaan kata sapaan dan dimensi sosial yang tergambar dari penggunaan kata sapaan di dalam interaksi tersebut. Data bersumber dari sebuah film yang berjudul "Hitch" yang diproduksi pada tahun 2005. Pengumpulan data dilakukan dengan metode observasi dan didukung dengan teknik pencatatan untuk mengidentifikasi penggunaan kata sapaan di dalam film tersebut. Bersamaan dengan itu, untuk mendukung analisis data, penulis juga mengambil gambar-gambar yang penggunaan kata sapaan terdapat di dalamnya. Data dianalisis dengan menggunakan metode padan pragmatik yang mengacu pada teori Wardaugh dan didukung dengan teori Holmes tentang dimensi sosial. Dari 14 data yang dianalisis, ditemukan 3 (21,4%) penggunaan kata sapaan gelar, 3 (21,4%) penggunaan nama awal, 1 (7,2%) penggunaan nama akhir, 5 (35,7%) penggunaan nama panggilan, dan 2 (14,3%) penggunaan gelar dan nama akhir. Sedangkan faktor yang melatarbelakangi penggunaan kata sapaan tersebut adalah untuk menunjukkan sikap sopan, keseriusan akan topik pembicaraan, rasa hormat, keakraban dengan lawan bicara, kasih sayang, serta untuk menyapa lawan bicara. Penggunaan kata sapaan tersebut menggambarkan hubungan yang berskala sosial, berskala status, berskala formal dan berskala fungsi yang menunjukkan perasaan.

Kata kunci: Sociolinguistik, kata sapaan, dimensi sosial

ABSTRACT

This article discusses the address forms used in a conversation. The study is aimed at explaining the background of the use of address forms and social dimension which is reflected from the use of the address forms in the interaction. The data are taken from a movie entitled "Hitch", produced in 2005. Data were collected through observational method and supported by recording techniques to identify the use of address forms in the movie. At the same time, to support data analysis, the writer also takes pictures of the characters when using the address forms in the movie. Data were analyzed by using the pragmatic identity method referring to Wardaugh's theory and supported by Holmes' theory about the social dimension. After analyzing 14 data, it is found that there are 3 (21.4%) use of the address form of titles, 3 (21.4%) use of the first name, one (7.2%) use of the last name, 5 (35.7%) use of nickname, and 2 (14.3%) use of title and last name. While the factors behind the use of address forms are: to show politeness, seriousness of the subject, respect, familiarity with the speaker, compassion, and to greet the other person. The use of address forms illustrates the scale of social relations, the status scale, formality scale, and affective and function of scale.

Keywords: Sociolinguistic, Address Form, Social Dimension

1. Introduction

Communication is very important in life. When communicating, people often use address forms of his or her interlocutor by uttering certain callings. This is based on the social status that he/she has in the society. Address Form is the way to name or address another. The way can be in the form of title, first name, last name, nickname or the combination of those forms (Wardhaugh: 258).

Wardhaugh (1986: 262) states that, a variety of social factors usually governs our choice of terms; the particular occasion, the social status or rank of the other (sex, age, family relationship, occupational hierarchy), transactional status (a service encounter, or a doctor-patient relationship, or one priest-penitent), race, or degree of intimacy. There are many ways to address someone, they are:

1. Title (T).
2. First Name (FN).
3. Last Name (LN).
4. Nickname.
5. Some combination of these (title+first name or title+last name).

All the addresses used to call or to address someone are depending on the relationship of the participants, their attitude to each other and the situation in which the conversation is happening. The use of address form varies from one situation to other situation. Holmes (1992: 12) said that, the variation depends on the participant, setting, topic, and function of the talk. Moreover, the variation of the use of address form is afflicted by mood or feeling of the participants. As to that, the writer observes an American movie entitled *Hitch*. The movie was selected based on some reasons. First, the movie contains many address forms in the participant's interaction. Second, through the movie, the writer is able to observe the use of address form among the participants in which they come from different level.

2. Background of the Research

2.1 Identification of the Problem

The use of address form in daily interaction is very important, since its function is to create and built a good relationship. In this research, the writer focuses on two questions:

1. What are the address forms used by the character in *Hitch* movie?

2. What are the social factors influencing the characters in using address term in *Hitch* movie?

2.2 Objectives of the Study

The purpose of this research is to analyze the use of address forms in “*Hitch*” movie. By doing this research the writer can achieve two objectives:

1. To explain the address form that uses by the character in the movie.
2. To explain the social factors that uses by the character in the movie.

In addition, this research helps the writer and reader to understand the way to use types of address form based on the social relationship.

2.3 Scope of the Study

In this study, the writer focuses on the use of address forms and social dimension that each of them reflects. In addition, he focuses on the use of address form in spoken language that occurs in conversation in a movie. Furthermore, he uses the theory of address forms as proposed by Wardaugh (1986), which states that there are some types of address form based on the social relationship of the participants. They are: title, first name, last name, and combination of those forms (title + first name or last name). Meanwhile, in analyzing the social dimension that is reflected from the use of address forms, the writer uses Holmes’s theory in which he classifies social dimension into four types; they are: social distance scale, status scale, formality scale and referential and affective function scale.

2.4 Methods of the Research

Basically, there are three procedures in conducting scientific research: collecting the data, analyzing the data and presenting the result of the analysis. In this research data are taken from the conversation that occurs in American movie *Hitch*. In the process of collecting the data, the writer firstly observed the movie. To collect the data, the writer uses observational method (Sudaryanto, 1993:133). In this case, the writer observes every scene of the movie and identified every utterance of the participants to find the use of address forms. Then, the writer takes a note of address forms as occurred in the movie, and classifies them into their respective types. Moreover, the writer also captures the part of movie showing the context of the conversation and transcribed the utteranced that contain address

forms into writing. While transcribing utterances containing address form, the writer listens to the utterance very closely to match to the meaning.

In analyzing the data, the writer applies pragmatic identity method by Sudaryanto (1993). The analysis of the data is based on the context of the utterance. The steps are: first, the writer collects all address forms in the movie, and then classifies them based on the theory proposed by Wardhaugh (1986). Secondly, the writer analyzes the data by using context of utterance, supported by Hyme's theory as well, to analyze why the participants in the movie use such address forms in their interaction. Furthermore, to answer the second research question, the writer uses Holmes's theory about four types of social dimension. The theory about context is also used to know what social dimension that can be found in the address forms.

The result of analysis is not only presented in informal way but also in a formal way. The writer applies the formal and informal method as proposed by Sudaryanto (1933:145). In the formal way, the result of analysis is present by using table. While the informal way, the result of analysis is presented in the verbal language or words. Moreover, the table is used to provide the overall result. Verbal language is used to explain the analysis of the address form.

3. Review of Related Literature

The writer uses some people's work which has the related topic with the topic that going to be discussed as comparison and references. The first research is by Hwang (2001), entitled "*Different constituent in address term used is Korean and American Culture*". While American's address form is first name oriented, Korean's is title and family oriented. Titles like 'doctor,' 'professor,' and 'teacher' are used, with or without family names. In fact, English loan words such as 'Mr.,' 'Mrs.,' and 'Miss' is commonly used when there is no title on hand. First names in Korean culture are restricted in use. They are used most commonly among peer groups of children and young people, and by an older person addressing a child or younger person in the family. The order of constituents used in terms of address has an interesting correlation with language and culture. (1) Basic word order of a clause: As would be expected from implicational universals, in Korean, where the basic word order is SOV (Subject-Object-Verb), family name comes first, followed by given name and title; English, an SVO language, organizes the constituents in the opposite order. (2) Cognitive styles and basic values:

While Americans tend to be dichotomistic (linear), Koreans tend toward a holistic (global) style. Koreans put the group, family, and country before the individual. This kind of macro-to-micro orientation is correlated with the order of constituents in address terms, temporal phrases, and locative phrases. This research talked about different address form between American and Korean. The writer agree with this differences. This differences has happen because of different language and culture. Every nation has a different address form and different culture that used by the people. But, basicaly they has a same function that is to respect each others.

4. The Use of Address Form in *Hitch* Movie: a Sociolinguistic Study

The data in this study are analyzed to identify the type of address form whether generalized or particularized conversational address form in the movie "*Hitch*". The writer has found 14 data in the form of utterances that has been analyzed based on the theories explained in the previous pages.

Recapitulation

Table: The result of Analysis on the Use of Address Forms in the Movie

D A T A											
	Title	First Name	Last Name	Nickname	Title+ Last Name	General Reason	Particular Reason	Social Distance Scale	Status Scale	Formality Scale	Referential & Affective Function Scale
1		V				To show intimacy	To show one's feeling	V			
2		V				To show intimacy	To assert one's identity	V			
3		V				To show intimacy	To show one's feeling	V			
4			V			To show polite attitude	To respect someone			V	
5				V		To show intimacy	To seduce a girl	V			
6				V		To show intimacy	To show one's love	V			
7				V		To show intimacy	To assert something	V			
8				V		To show intimacy	To show one's love	V			
9				V		To show intimacy	To assert something	V			
10	V					To show polite attitude	To talk with family		V		
11	V					To show respect	To talk a new person		V		
12	V					To show polite attitude	To talk new person		V		
13					V	To show respect	To talk about serious thing		V		
14					V	To show respect	To talk about serious thin		V		

5. Conclusion

In this study, the writer has analyzed the use of address forms found in an American movie entitled *Hitch*. As the result of the analysis, the writer finds five types of address form used by the participants in the movie. They are first name (FN), last name (LN), nickname (NN), Title (T) and the combination of Title+Last Name (TLN). From the five types of address form, it is found that the use of nickname (NN) is very dominant. It is indicated by their frequent occurrence during the interaction.

The use of those address forms in the movie indicates some functions. The use of first name (FN) is to show their intimacy to each other, to show their seriousness about something and to assert one's identity. Meanwhile, last name (LN) is used to respect and to show polite attitude to addresser. Nickname (NN) is to show intimacy with addresser, to show the love, to assert something, and to seduce a girl. Title (T) is used to respect the person who has different social status or education, and the combination of some forms such as title+last name (TLN) is to show respect or polite attitude.

The use of those address forms in the movie also reflects some social dimension, they are social distance scale, status scale, formality scale, and reverential and affective function scale. The social distance scale is reflected when addresser does not emphasize the interaction on the social status but on the distance of their intimacy with others. It can be seen from the use of first name (FN) and nickname (NN) in which the use of such forms is to describe how much the addresser knows each other. Meanwhile, the status scale is usually brought by the interaction in which the addresser employs title or title+last name (TLN) to address another. It shows the different social statuses that the addresser and the addressee have. The formality scale is used when the interaction occurs in a formal situation; in this movie it is described by the use of last name (LN). While the referential and affective function scales are to show how the addresser's feeling is. It can be shown by the use of nickname (NN).

Finally, it can be concluded that in the American movie entitled "Hitch", the participants employ various types of address form to communicate with others. The form used are first name (FN), last name (LN), nickname (NN), title (T), and the combination of title+last name (TLN); with nickname (NN) dominating the interaction.

In terms of social dimension, social distance scale and status scale are dominantly reflected in the interaction.

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