

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is commonly used as a communication means in humans' life. Natsir and Setyowati (2019) state that language is a communication tool which has important role used by humans for interacting each other. A language is perceived as a part of communication system used for expressing and exchanging the ideas, thoughts. And meanings through the use of symbols, words, and sounds (Yazdanpanah & Abolhassanzadeh, 2008; Suwartama, 2016). Language as a communication means functions to establish relationship among people considering that each individual in the society has his or her own attitude or behavior toward language (Rifai & Prasetyaningrum, 2016). People are allowed to maintain and keep in touch each other by using language (Trudgill, 1974). It can be stated that language as an important rule since it is recognized as a communication tool establishing the relationship in humans' life.

Language has been widely studied into many branches, one of them is sociolinguistics. It is a branch of linguistics which studies the language phenomenon occurs in the society. Wijana (2021) defines sociolinguistics as a linguistics branch focuses on studying how language influenced by social factors covering; the speakers or hearers, the environment, time of speaking, and the function and goals of speaking.

It is similar to the definition of sociolinguistics which shows that the language used and functioned by people in the society is studied in this field study (Hasanah et al., 2019; Saputra et al., 2019). Faizin (2019) also argues that sociolinguistics is a language study having a strong implication towards the language spoken by the speakers. It can be concluded that sociolinguistics is a study which discusses the language phenomenon affected by social factors.

Using language to show respect and social status is a way to emphasize the relationship during the interaction. Moghaddam et. al (2008) state that language can be used for showing respect and social status in maintaining a relationship in society. The use of language for showing respect and social status is known as honorific. Honorific is defined as an expression indicating the social status between addresser and addressee (Yule, 1996). Levinson (1983) defines that honorific is a system of relationship between the addresser and addressee which depends on the relative respect or rank. Honorific is divided into three types, namely; bystander honorific, referent honorific, addressee honorific (Levinson, 1983).

Bali as one of region whose cultures and traditions reflected through its languages also has a system of honorific. This system is well known as *Tri Wangsa* (*Brahmana, Ksatria, Weisya*) and *Jaba (Sudra)* (Riana in Junitha, 1996). It is a social group difference where people communicated based on their caste. The Balinese local people still communicate by considering this social group difference in which it directly influences the language choice during their conversation, for instance; the use of terms of address (Mayuko, 2015). The choice of using terms for addressing is affected by several social factors; family relationship, age, sex, religion, occupation,

intimacy, distance, formality, informality, and geographical groups (Yang, 2010; Surono, 2018; Tauchid (2018) Awoonor-Aziaku, 2021). Cultural aspects also give a contribution towards the choice of using terms of address based on the relationship and attitude owned by the addresser and addressee (Salifu, 2010).

However, the honorific system in Bali which is underlined by the system of Tri Wangsa or castes does not occur in all the regions or ethnic group in Bali. It can be seen from the preliminary observation done in Menyali village located in Buleleng Regency, Bali. As one of village in Bali, Menyali is not dominated by the people with caste. Most of the villagers are common people where the communication does not depend on the caste system as other regions in Bali. The unique phenomenon occurs where the terms of address used by the local people are also different from other regions, for instance; “*jero*” is a term used for addressing “a person” who has a certain position in the religious social system called *Desa Adat* in Menyali. It is different from common Balinese addressing terms where “*jero*” addressed to the common people who marries with the people with caste. In Balinese honorific system based on the caste, the term of “*jero*” reflects the social status meanwhile in Menyali this term reflects the occupational religious position. It can be seen that the terms of address as the Balinese honorific system are not only viewed from the system of caste but it is also viewed from the occupational religious position.

There are several studies have been conducted to study the terms of address used for interacting in society. Rahmadani and Wahyuni (2018) conducted a study to find out the types of address term used by IPMK-SB. It is found that there are four types of address terms functioned for; attracting people’s attention, showing intimacy,

showing politeness, showing politeness, showing power differential, and reflecting identity. Another study is conducted to find out the sub-type of Balinese address terms indicating the honorific system. It is found out that there three sub-types; caste system, personal name system, and kinship (Dewi & Subaker, 2022). Syahidawati & Parmawati (2020) conducted a study which discusses the terms of address used in the movie. It is found that there are five addressing terms, such as; addressing terms using name, addressing terms using kinship name, addressing terms using respect name, and addressing terms using mockery name. Those previous studies are focused on studying the terms of address by revealing the types and functions of addressing terms. There is no recent study which discusses the types and social factors influencing the use of terms of address. Therefore, based on the recent phenomenon found about the terms of address used in Menyali village, this study is conducted to find out the types and social factors of addressing terms in Menyali village.

1.2. Problem Identification

Regarding to the background that has been elaborated above, Menyali villagers use terms of address as an honorific system to show and appreciate social status. The terms used to maintain and establish the relationship among Menyali villagers. The use of addressing terms in Menyali village is different from the addressing terms used by common Balinese people influenced by caste system considering that the population is not dominated by people with caste. The addressing term “*jero*” reflecting the social status based on the caste as Balinese honorific system is used differently by Menyali villagers considering that the term “*jero*” is used for

appreciating people who has occupational religious position. Therefore, it is important to find out the types of addressing terms and the social factors.

1.3. Scope of the Study

This study is conducted in Menyali village, Buleleng, Bali and focused on the use of terms of address used by its local people. This study is limited to the types of terms of address used by Menyali villagers and the social factors influenced their use.

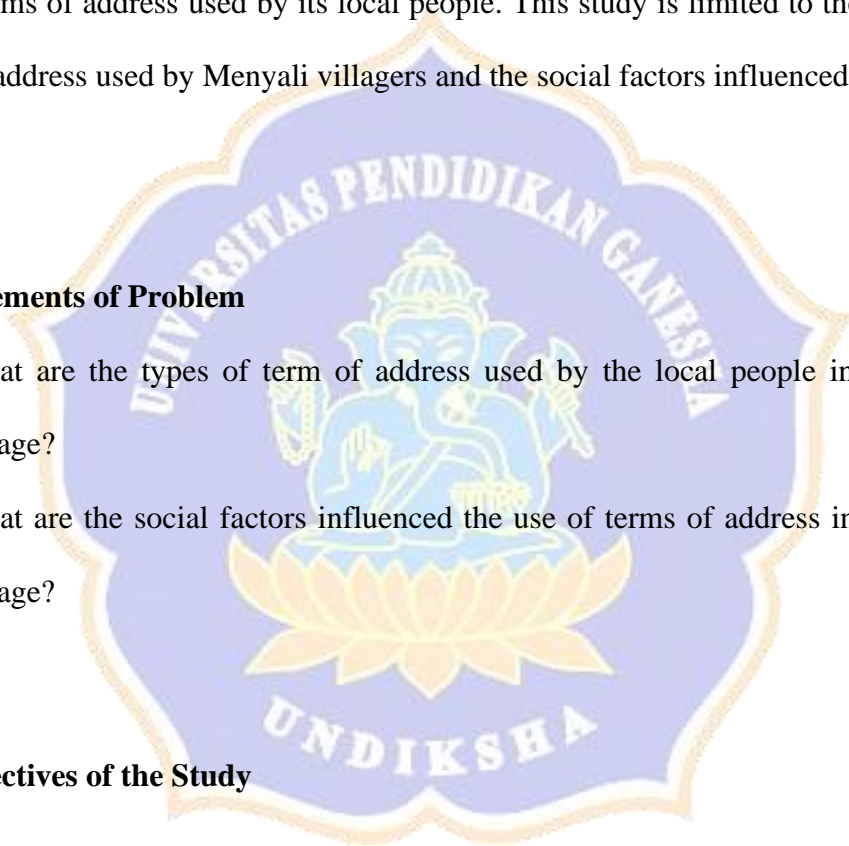
1.4. Statements of Problem

- 1.4.1 What are the types of term of address used by the local people in Menyali village?
- 1.4.2 What are the social factors influenced the use of terms of address in Menyali village?

1.5. Objectives of the Study

Based on the statements of problem above, the objectives of this study is described as follows;

- 1.5.1. To find out the types of terms of address used by the local people in Menyali village.



1.5.2. To find out the social factors influenced the use of terms of address in Menyali village.

1.6. Significances of the Study

The significances of this study are divided into theoretical significance and practical significance.

1.6.1 Theoretical Significance

The result of the study is expected to give significant contribution to the development of language knowledge, particularly in the field of Sociolinguistics. It can be as evidence of linguistics used by society in certain place.

1.6.2 Practical Significance

1.6.1. For Students

The result of this study is used to give knowledge about honorific expression. Students know the honorific expression, particularly on using terms of address in interaction. This study is used to make students understand the types of terms of address and social factors influencing their use during people's interaction.

1.6.2. For Teachers

This study could be used as a model of teaching technique by the lecturer to enhance the ability of the students in linguistics field. It could be used as reference in teaching, especially in sociolinguistics.

1.6.3. For Other Researchers

This study could be used as a reference to other researchers who are interested to conduct a similar study about terms of address in the next study.

