

ADDRESS TERMS USED BY LOCAL PEOPLE IN PEDAWA VILLAGE

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ABSTRACT

This study aimed to find the types of address terms used in Pedawa village and the social factors that influenced those terms. This study was designed as a descriptive study using qualitative method. The data were collected by conducting observation and interviews through the use of observation sheets and interview guides. Some local villagers were involved as the informants of this study selected by using purposive sampling technique. The collected data were analyzed by using qualitative data analysis through data reduction, data display, and conclusion drawing. The findings show that 1) there are fourteen types of address terms used by local people in Pedawa village covering kinship terms, teknonym, pet names, title only, first names, occupational terms, religious terms, names, mockery names, pronouns, intimacy names, respect names, endearment terms, and zero address terms, and 2) there are six social factors influencing the use of address terms covering family relationship, intimacy, social status, occupational hierarchy, sex, and ethnicity.

Keywords: *address terms, Pedawa village, social factor*



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ABSTRAK

Penelitian ini bertujuan untuk menemukan jenis-jenis istilah sapaan yang digunakan di Desa Pedawa dan faktor sosial yang mempengaruhi istilah-istilah tersebut. Penelitian ini dirancang sebagai penelitian deskriptif dengan menggunakan metode kualitatif. Pengumpulan data dilakukan dengan melakukan observasi dan wawancara melalui penggunaan lembar observasi dan pedoman wawancara. Beberapa warga desa setempat yang terlibat sebagai informan penelitian ini dipilih dengan menggunakan teknik purposive sampling. Data yang terkumpul dianalisis dengan menggunakan analisis data kualitatif melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa 1) ada empat belas jenis sapaan yang digunakan oleh masyarakat lokal di Desa Pedawa meliputi *kinship terms*, *teknonym*, *pet names*, *title only*, *first names*, *occupational terms*, *religious terms*, *names*, *mockery names*, *pronouns*, *intimacy names*, *respect names*, *endearment terms*, and *zero address terms*, dan 2) ada enam faktor sosial yang mempengaruhi penggunaan sapaan meliputi *family relationship*, *intimacy*, *social status*, *occupational hierarchy*, *sex*, and *ethnicity*.

Kata kunci: *address terms*, Desa Pedawa, faktor sosial

