

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Language has been long perceived as a communication means for supporting humans' interaction in daily life. Language has an essential rule to deliver an information, idea, or meaning in various situation through the use of symbols, sounds, and words (Budasi et al., 2019; Natsir and Setyowati, 2019). Language is inseparable from humans' life considering that humans face difficulty in communication without language (Yazdanpanah & Abolhassanzadeh, 2008; Suwartama, 2016). Primayani et al., (2018) add that all of activities in humans' social life need the use of language. It is also argued that language is functioned for emphasizing the relationship among people in which each individual reflects their attitudes or behaviors through language itself (Rifai & Prasetyaningrum, 2016). Trudgill (1974) previously state that using language allows people to maintain and keep in touch with their relationship. It indicates that language is a communication means which has a crucial role in maintaining humans' interaction and communication.

Since language has a crucial role for supporting humans' communication and interaction, it has been widely studied by many linguists. It makes language becoming a concerned object in many branches, one of those branches is called as sociolinguistics. Sociolinguistics is a branch of linguistics discussing the language phenomenon occurs in the society. It is specifically defined as a

language study which focuses on studying the relationship between language structure and social behavior (Campbell-Kibler, 2010). Chambers (2015) adds that sociolinguistics deals with how language is spread and changed through social spaces; economic, status, age, gender, race, and more local social features. In addition, language is also studied by concerning on who is the speaker or hearer, the environment, time of speaking, goals of speaking, and its function (Faizin., 2019; Hasanah et al., 2019; Saputra et al., 2019). It can be seen that sociolinguistics mainly discusses language phenomenon related to social factors.

One of common language phenomenon occurs in society is the use of language to show respect and social status to maintain the relationship between the speaker and hearer during the interaction (Moghaddam et. al, 2008). This phenomenon is called as honorific which is defined as an expression for showing the social status between addresser and addressee (Yule, 1996). It is also perceived as a relationship system between addresser and addressee depending on the rank of relative respect divided into three types, such as; bystander honorific, referent honorific, addressee honorific (Levinson, 1983). Therefore, the use of language for showing respect and social status occurs in the society is categorized as honorific in which it gains how the speaker and hearer uses language for keeping their interaction run smoothly.

Honorific is commonly found towards the use of Balinese language in which the language reflects the traditions and cultures exist in Bali. The honorific system exists in Bali is underlined by the terms of *Jaba (Sudra)* and *Tri Wangsa (Brahmana, Ksatria, Weisya)* (Riana in Junitha, 1996). Those terms indicate a social group difference where people communicate by concerning their castes as

a reflection of their social status. Mayuko (2015) state that Balinese local people still communicate by concerning this social group difference which directly influences the language choice used for their conversation including terms of address. It is relevant to the statement which shows that using terms of address is also influenced by many social factors including family relationship, age, sex, religion, occupation, intimacy, distance, formality, informality, and geographical groups (Yang, 2010; Surono, 2018; Tauchid (2018) Awoonor-Aziaku, 2021). Salifu (2010) adds that the use of addressing terms is also affected by cultural aspects.

On another side, the honorific system used by Balinese people can be viewed from the geographical group. Balinese language is geographically categorized into two main groups, such as; Bali Aga language and Bali Dataran language (Suartini et al., 2021). Bali Aga language is spoken by people who live in the hills mountain which is believed as the original community or tribe of Bali. Meanwhile, Bali Dataran language is spoken by people who live in the lowland area which has been influenced by other cultures (Bawa, 1983). The choice of language is different which depend on the speakers as influenced by Javanese culture. It is believed that both of those areas have a different language choice used during their communication considering that Bali Aga and Bali Dataran have a difference viewed from their geographies, cultures, and traditions (Santosa et al., 2021).

Pedawa village is one of areas categorized as Bali Aga area since its location in the hills area and the community has a life pattern, social features, tradition, and communal culture reflecting them as an original Balinese tribe

(Suartini et al., 2021). Interestingly, the geographical factor is not the only factor influencing the Balinese language spoken by the local people in Pedawa village, it is also found that the social status in Bali Aga not depends on the caste system. The preliminary observation conducted in Pedawa village shows that most of the villagers are common people which means that Pedawa is not dominated by people with caste. As Bali Aga village, Pedawa has been widely known by many tourists due to its culture. Pedawa has been recognized as one of tourism destinations for its unique cultures. Interestingly, this condition can influence the Balinese language spoken by the local villagers of Pedawa but the preliminary observation shows that the addressing terms used by the local people still indicate its original language. The example can be seen clearly when the local people use the term “*Balian Desa*” for the oldest person in that village who had cultural and religious authority. In addition, it is also found that the local people commonly call their friends with the term “*Cedar*” in which the literal meaning is referred to “a dog” but it is referred for the close friends of the speakers. It can be seen that a unique honorific phenomenon occurs in Pedawa village in which it needs to be furtherly discussed considering that another factor due to its tourism may have an influence towards this phenomenon.

Talking about the use of addressing terms as an indication of honorific phenomenon, several studies have been conducted about this issue. Rahmadani and Wahyuni (2018) study about the addressing types used by IPMK-SB. There are four types of addressing terms used with the functions; attracting people’s attention, showing intimacy, showing politeness, showing politeness, showing power differential, and reflecting identity. Dewi and Subaker (2022) also focuses

on studying the Balinese address terms used to reflect honorific system. There are three types of addressing terms found including; kinship, personal name, and caste system. Syahidawati & Parmawati (2020) discusses the terms of address found in the movie. The finding shows that there are five addressing terms used in the movie; addressing terms using name, addressing terms using kinship name, addressing terms using respect name, and addressing terms using mockery name. The relevant studies above are only focused on finding out the addressing terms types, there is still limited study which focuses on finding 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 Pedawa village, this study is conducted to find out the types and social factors of addressing terms in Pedawa village. Address terms can be defined as a way used face to face by people (Andikha & Ambalegin., 2022; Nalendra et al., 2018). In this study, address terms deal with terms used by addressee and addresser in the communication. In addition, Wardhaugh (2006) and Tanjung and Saragih (2021) state several factors affecting address terms; sex, family relationship, occupational hierarchy, race, and the degree of intimacy. In this study, the social factors deals with factors influencing the choice of address terms in the communication.

## **1.2 Problem Identification**

Based on the research background above, addressing terms used as an honorific system in Pedawa village. The use of addressing terms in Pedawa village is commonly known due to its geography in which it is categorized as Bali

Aga. The unique addressing terms used in that village, such as; “Balian Desa” for appreciating the oldest person who has a cultural and religious authority and “Cedar” for someone who is close with the speaker. Those terms are rarely used in other regions, further study is required to be conducted since Pedawa village is also known as tourism destination visited by many tourists that can bring an influence towards the language choice used in that village. 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 Pedawa 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 Pedawa villagers and the social factors influenced their use.

### **1.4 Statements of Problem**

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

### **1.5 Objectives of the Study**

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

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

1.5.2 To find out the social factors influenced the use of address terms in Pedawa 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 this study contributes to the knowledge of language development in the sociolinguistic field in which it is also linguistic evidence exists in the society.

### **1.6.2 Practical Significance**

#### **a. For Students**

The result of this study can increase students' knowledge about honorific system related to addressing terms used by people in their social interaction. It can be used as a source for them who study about sociolinguistics.

#### **b. For Teachers**

Teachers are able to use the result of this study as a teaching technique and teaching materials to encourage students in linguistic field.

#### **c. For Other Researchers**

The result of this study can be used as a reference for conducting further research with the similar scope