

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

Human beings never can be separated from a process of communication and interaction among others in their daily life. Communication might run well through a language which can make a good relationship among others. According to Septiari (2023), language has a crucial role in communication and interaction with each other. Moreover, language is also known as a crucial and important role which means it is used to establish a relationship among people (Isfandyari-Moghaddam, 2012). In other words, language can recognize us maintain communication, and keep in touch with each other in humans' lives.

Through language, people can show behavior, respect, and social status to make an interaction. Rifai & Prasetyaningrum (2016) stated that language can be used to show respect in a society or community, for instance: family, kinship, friends, etc. In the social environment, the use of language depends on humans' age, gender, status, and even social class. According to Holmes & Wilson (2022), language is also used depending on someone' hierarchy, position, family relationship, occupation, race, and degrees. For instance, at school, students are required to call their teachers by the terms Ms., Mr., or Ma'am. Which shows their politeness in a formal place and situation and the use of language based on someone's gender and age.

In communicating with each other, people are required to use appropriate terms of address to avoid misunderstanding or miscommunication between speaker and interlocutor. Terms of address are known as phrases of words that are used to address someone, spoken as well as written. Mostly, people use the term address to make communication easier and make a person who is addressed more understanding about something. Terms of address are also known as a linguistic

form that is used in daily conversation or communication to attract someone's attention. Furthermore, Parkinson (2020) stated terms of address are well-known as words used in speech that are usually used to convey social information. The use of terms of address is used to address interlocutors while having a conversation (Tocqiun, 2019). In addition, the term address used by people must depend on the relation between the speaker and interlocutor. Some people usually address someone before they begin a conversation or communication. Calling someone's name might be polite and common in communication.

The terms of address are known as a small part of a conversation, instead, they have an essential role in it. For instance, when two strangers meet on a new occasion, the speaker will tend to call each other by using the words Mr., Miss, Ms., etc. Which, might show their respect and politeness. People use the terms of address as a way to show their politeness in their conversation or communication (Semiun, 2018). Those address terms are known as formal addressing which convey politeness between people.

Therefore, people need to have different terms of address while communicating with others. Wardaugh's theory (Holmes & Wilson, 2022) states when addressing someone, we must consider the classification, such as addressing using their nickname (i.e. nicknames, full name, etc), addressing using intimate terms, addressing using kinship terms, addressing terms using respectful terms, even addressing of mockeries. For instance, as Indonesian, people must call their parents "*Mama/Ibu*" or "*Papa/Ayah*", which shows address terms family or kinship address kinship terms in a family.

In addition, terms of address are commonly used in daily conversation in family, society, and kinship. Expressing and communicating address terms depend on its own culture. It has its own different cultures, norms, terms, and rules while implementing address terms in conversation. In this case, it shows that language and culture are related and cannot be separated from one another, because language has its uniqueness and show the characteristics of its culture.

One of the real examples of the terms of address in Indonesia is in Bali. Bali is known as one region in Indonesia which has different and unique cultures and

traditions, especially in languages. There is a system well known as "*kasta*" or caste which makes them communicate differently. For instance, some Balinese people call by "*Ida Ayu*" or "*Ida Bagus*" which refers to the "*Brahmana*" caste. Based on this case, Balinese people still communicate with each other referring to the social status and hierarchy, which they use terms of address to communicate with each other (Septiari, 2023). Thus, the cultural aspect becomes one of the factors in the use of terms of address based on the relationship, social status, and behaviour of the speaker and interlocutor.

However, the use of terms of address through a caste does not occur in all of the regencies or ethnicities in Bali. It can be seen by the preliminary observation that has been done in Lemukih village which is located in Buleleng Regency, Bali. Lemukih as a village shows that it still holds many uniqueness in language, especially in the use of terms of address. Lemukih Village is unique and different in the use of Balinese dialect from the other villages in Sawan Sub-district, Buleleng Regency, Bali. There is a unique phenomenon in Lemukih village in terms of address.

Based on the observation, there are some uniqueness in the use of terms of address, for instance: the local people usually use the word "*Nyarik*" to address a person who has a certain position in the religious system in society. It is different from the common Balinese terms of address which uses "*Jero*" to address common people which has certain positions in the religious social system. Moreover, the local people in the village do not implement the use of the word "*Ajik*" as the term of address because Lemukih village does not implement any kind of caste or "*kasta*".

There were 3 studies conducted in Lemukih Village, such as The Phonological and Lexical Variation of Lemukih and Galungan Dialect Viewed From Age Differences: An Analysis of Socio-Dialectology (Budasi, 2007), Affixation System in Lemukih Dialect of Balinese: A Descriptive Study of Derivational and Inflectional Process (Riasa, 2018), and The Comparison of Lexical Features Between Lemukih and Dencarik Dialect: A Qualitative Analysis (Budasi et al., 2019). Moreover, none of those previous studies discussed about the use of terms

of address in daily communication. Local people in Lemukih Village are closely related to terms of address in their daily lives. The emigrants who enter Lemukih village find it difficult to understand or use Balinese with the Lemukih dialect and tend to use Indonesian.

If the local people diffuse with the migrants, it is possible that in the future the Lemukih language will be threatened with extinction. Another observation is that young people prefer to use Indonesian among their friends and that uniqueness seems not to be used. Therefore, the uniqueness must be preserved. Based on that, these terms of address study need to be done to complement the existing linguistic studies in the Sawan District area.

Thus, the researcher is interested in studying the terms of address in Lemukih village which is used by local people. Regarding those conditions, this study entitled “The Terms of Address Used by Local People “*Krama Desa Adat*” in Lemukih Village” is not only important but it must be done immediately. Moreover, the threatened position of the local language can be resolved. Thus, the researcher decided to conduct research based on actual and factual phenomena, and this study will be conducted to find out the types, functions, and social factors of the terms of address in Lemukih village.

## **1.2 Identification of Problems**

Nowadays, the uniqueness and difference of terms of address in Lemukih is almost extinct. The local people especially the young generation prefer to use Indonesian in their daily communication and interaction. In addition, they also find difficulties in using terms of address through the Balinese Lemukih dialect. On the other hand, in this globalisation era, the local people also tend to use Indonesian because they feel out of date when using the Lemukih dialect, especially the use of terms of address.

## **1.3 Scope of the Study**

This research was conducted in Lemukih village, Buleleng Regency, Bali, and focused on the use of the terms of address used by local people in Lemukih village. This study is limited to the spoken terms of address, such as types and functions of terms of address used by Lemukih people, as well as the factors that influenced their use.

#### 1.4 Statements of Problems

- a. What are the types of terms of address used by the local people “*Krama Desa Adat*” in Lemukih village?
- b. What are the functions of the terms of address used by the local people “*Krama Desa Adat*” in Lemukih Village?
- c. What are the social factors that influenced the use of terms of address in Lemukih village?

#### 1.5 Research Objectives

Based on the statements of problems above, the objectives of this study are described as follows:

- a. To identify the types of terms of address used by local people “*Krama Desa Adat*” in Lemukih village.
- b. To describe the functions of terms of address which used by local people “*Krama Desa Adat*” in Lemukih village.
- c. To describe the social factors that influenced the use of terms of address in Lemukih village.

#### 1.6 Significances of the Study

Broadly speaking, this research offers two anticipated research significances, namely:

##### 1.6.1 Theoretical Significance

This research is anticipated to be able to give a significant contribution to the development of language knowledge, particularly in the Linguistics field. This research might be evidence of linguistics that is used by local people or local people in certain places.

##### 1.6.2 Practical Significance

- a. For Students

This research is anticipated to be able to give insights and knowledge according to the sociolinguistics subject. In addition, students may know particularly the types and functions of terms of address and the social factors that influenced them during communication.

- b. For Lecturers

This research can be used as additional insights and knowledge by the lecturer to enhance the ability of the students in the linguistics field. Moreover, it also could be a reference throughout the learning process.

c. For Other Researchers

This research could be a reference to other researchers who are interested in conducting a similar study according to the use of the terms of address in the next study.

