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THE USE OF ADDRESS FORM BASED ON POLITENESS STRATEGIES AS FOUND IN *VIEW FROM THE TOP* MOVIE

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ABSTRAK

Skripsi ini mengkaji tentang penggunaan sistem sapa (*Address Form*) menurut strategi kesantunan berbahasa (*Politeness Strategy*). Data diambil dari film Amerika yang berjudul *View from the Top*. Teknik yang dipakai adalah teknik pencatatan, kemudian mengelompokannya sesuai dengan tipenya. Setiap data dianalisis dengan menggunakan teori *Address Form* yang dikemukakan oleh Wardaugh dan Brown and Ford; teori *Politeness* yang dikemukakan oleh Brown and Levinson; teori *context* yang dikemukakan oleh Hymes. Penyajian hasil penelitian menggunakan metode informal, yaitu dalam bentuk kalimat. Ditemukan lima pemarkah identitas, yaitu gelar (29,4%), nama depan (29,4%), nama belakang (5,8%), nama pangilan (23,5%), gelar dan nama belakang (11,8%). Disamping itu juga ditemukan empat strategi kesantunan, yaitu *Bald on-record* (13,8%), *Positive Politeness* (58,6%), *Negative Politeness* (24,1 %), dan *off-record* (3,4 %). Kemunculan *physical setting* (18,18%), *participant* (40,90%), *individual goal* (9,09%), *social structure and relationship* (31,82%) mempengaruhi *context* dalam penggunaan sistem sapa.

CHAPTER 1

INTRODUCTION

1.1   Background of the Study

Language cannot be separated from human being as the social creatures. Therefore, people need to interact with others in their life. In the process of interaction, language takes an important role. People convey their aim, minds, and ideas through language. Moreover, language reflects personality, culture, and social status. In accordance with relationship between language and social class, Trudgil (1983: 34), stated that "The internal differentiation of human societies is reflected in their language. Different social groups use different linguistic varieties, and as experienced members of a speech community we have learn to classify speakers accordingly". In addition, the way or behavior of person in speaking can possibly influence people's perception about him. Thus, it is appropriate to be defined that language is an important mean of communication. People also use language to maintain and establish social relation with others. Related to phenomena of language, linguistics as scientific study of language is able to observe those language phenomena based on academic principle.

In communication, a speaker points the hearer or the other participants by using different names based on the context and participants who are involved in conversation. In linguistics, it is called *address form*. The use of address form is

highly related to the value of politeness. By referring to Wardaugh's statement (1994:275) it is found that the use of address form is also determined by the awareness of social customs or politeness. There are two types of politeness related to the use address form. They are positive and negative politeness. Positive politeness refers to solidarity oriented or expressing solidarity and minimizing status differences. Negative politeness provides people a respect or expresses oneself appropriately in terms of social distance and the difference of status in society.

In this research, the data are taken from an American movie entitled *View from the Top*. The movie tells about a woman who has been destined of becoming a flight attendant. A flight attendant is considered to have certain social status in society. This movie shows how she pursuits her dream. In accomplishing the dream, she learns how to get it well, how to interact with her surroundings; to instructors, seniors, friends, and passengers. Those things have particular influence for her in facing her life as a flight attendant.

Based on the consideration above, the writer discusses how address forms are used by speakers in the *View from the Top* movie because the characters of the movie show various types of address form based on politeness strategies. Thus, the writer is interested in identifying those phenomena based on pragmatics perspective. The following example can be seen in one of the dialogues in the movie:

Instructor: You do it, **Donna Jensen**.

Flight attendant: I will.

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CHAPTER 4

CONCLUSION

Based on the findings, the use of address form is influenced by situation, speaker, hearer and place where the conversation takes place. Address forms sign the social status of each participant and show a respect that each participant gets special position in conversation. It means, address forms strengthen the existence of hearer in conversation because his position and social status become valuable factor in communication. In practical use, address forms take a great amount of important roles in certain working field such as in Airlines Companies where flight attendants must treat the passengers in good manner because it is related to the service quality for the customer. The writer finds five types of address form; title, first name, last name, nick name, and combination of the four types such as title last name. Based on the findings which are related to the use of address form, it is found that Title occurs 5 times(29. 4%), First Name occurs 5 times (29. 4%), Last Name occurs 1 time (5. 8%), Nick Name occurs 4 times (23. 5%), and Title Last Name occurs 2 times (1. 8%).

In relation to politeness strategy, address forms effectively point to positive politeness. In most of the utterances, the speakers tend to save the positive of hearers, although there are other politeness strategies found in the same utterance. It is possible to find out one or more politeness strategies in one utterance. The writer

finds out four types of politeness strategy; they are bald on-record, positive politeness, negative politeness, and off-record. It is found that there are bald on-record occurs 4 times (17. 2%), positive politeness occurs 17 times (58. 6%), negative politeness occurs 7 times (20. 6%), and off-record occurs 1 time (3.4%). The writer also finds out that physical setting occurs 4 times (18.18%), participant occurs 9 times (40.90%), individual goal occurs 2 times (9.09%), and social structure occurs 7 times (31.82%), these factors influence the use of Address Form. In accordance with the result, it is appropriate to be concluded that the use of address forms is influenced by relationship between the speaker and the hearer, and the setting or place where conversation takes place. In addition, occupation also insists the speakers to apply address form in working because service is the most important part and the main priority in the company they work for.

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