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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Address term is a term referring to language form used by people to address each other in social communication and interaction. The use of address term varies in different situation. Holmes (1992:1) states that examining the way

people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationship between community.

Address term that is used by the participants is influenced by several social factors. A variety of social factors usually governs our choice of terms, the particular occasion, the social status or rank of the other (sex, age, family relationship, occupational hierarchy), transactional status (a service encounter, or a student-teacher relationship), race or degree of intimacy (Wardhaugh, 1986:262). It means the use of address terms can define the relationships among the participants that indicate the social status and the social relationships in community.

Address term is important for effective and successful communication. There are many ways to address someone. Wardhaugh (1986:266) classifies address terms into several types, they are; by Title (T), by First Name (FN), by Last Name (LN), by Nickname, by some combination of these, or by nothing at all. The kind of relationship between participants can be seen from the way they use address terms.

Address terms can be found in daily communication. Based on this phenomenon, the writer is interested in analyzing the use of address terms by the characters in *“Harry Potter and the Chamber of Secret”* movie.

Harry Potter is a fantasy movie, starred by Daniel Radcliffe as Harry Potter. This movie is adapted from the second series of J.K Rowling’s novel about a young orphan wizard named Harry Potter and his friends, Ron Weasley and

Hermione Granger. They return for a second year at Hogwarts School of Witchcraft and Wizardry. Together, Harry, Ron, and Hermione begin to investigate, and discover what The Chamber of Secret is, and what could possibly attack the students.

The writer takes this movie as the source of data because the setting of this movie is in a school environment. School is a place where a lot of social interactions occur, so the use of address term in this movie is quiet varied. Such variation can be seen from the example below:

Harry : **Ron**, I should tell you..  
          Most muggles are accustomed to seeing a flying car.  
Ron    : Right.

The participants in the conversation above are Harry and Ron. They are talking in the flying car when they are on the way to Hogwarts School. In the conversation, Harry informs Ron that Muggles (people who do not have magic) are not accustomed to see a flying car. As seen in the conversation above, Harry addresses Ron by using nickname **“Ron”**. Nickname is used for a very close relationship.

Actually, Ron’s full name is Ronald Weasley. Harry addresses Ronald Weasley by his nickname because their relationship is very close. Based on the movie, the writer knows that Ron is Harry’s best friend, and they are also classmates. They know each other very well and become close friend since the first day they entered Hogwarts School.

The example above shows that the intimacy between two persons can be seen from the address terms that they use in their interaction. The way people addresses someone depends on their relationship. The use of address term is also very important to create a good communication with the others.

## **1.2 Identification of the Problem**

Address term is used by people in every interaction. The status relationship of participants can be seen from the way they use address term. The use of address terms can be influenced by social factor or individual factor. Based on the above phenomenon, the writer decides to focus on the research questions as mentioned below:

1. What are the types of address terms used by the characters in the movie?
2. What are the factors influencing the characters to use the certain of address terms?

## **1.3 Objectives of the study**

Based on the research questions above, the purposes of this research are:

1. To classify the types of address terms used in the movie.
2. To find out the factors influencing the characters to use the types of address terms.

## **1.4 Scope of the Study**

The focus of this research is to analyze the types of address term and the factors influencing its use. The writer observes the communication between two

or more characters in the movie. In conducting this research the writer uses the theory of address terms by Wardaugh (1986) and the theory of the elements of speaking by Hymes (1972). The writer applies these theories to analyze the types of address terms and the factors influencing its use.

### **1.5 Method of the Research**

The writer takes the data from the movie entitled *“Harry Potter and the Chamber of Secret”*. This movie is adapted from the second series of Harry Potter novels written by a famous female author, J.K Rowling. The writer chooses this movie because there are a lot of characters from different social backgrounds, so the use of address term in this movie is quite varied.

In collecting the data the writer uses two different techniques from observational method (Sudaryanto, 1988). The techniques are non-participant technique and note taking technique. It means that the researcher acts as an observer because she does not take a part in communicative events. In this case, the writer observes every scene of the movie and identifies every utterance of the participants to find out the address terms. Then the writer takes a note to write down how many address terms occurs in the movie and to classify them into their type. The writer also captures every setting which shows the use of address terms based on the context of conversation and transcribes the data orthographically. The writer writes the dialogue manually one by one into the writer’s notebook.

In analyzing the data, the writer uses two methods. They are pragmatic identity method and referential identity method (Sudaryanto, 1993). The writer uses these two methods because the analysis of the data is based on the context of

the utterance. The analysis is conducted through the following procedures; first, the writer collects all address terms from the movie, and classifies them based on the theory proposed by Wardhaugh (1986). Second, the writer explains the factors that influence the characters in using the types of address terms by using Holmes's theory. The writer also uses Hymes's theory of the ethnography of communication.

The result of analysis is presented based on formal and informal methods (Sudaryanto, 1993:145). In formal way, the result of analysis is presented by using table. In informal way, the result of analysis is presented in the form of language or words. Moreover the table is used to provide the overall result and verbal language used to explain the analysis of the address form.

## **CHAPTER II**

### **REVIEW OF RELATED STUDY**

#### **2.1 Review of Previous Studies**