CHAPTER I

INTRODUCTION

This chapter presents the nature of study by firstly introducing the background of the study followed by the formulation of the problems and aims of the study. Besides, method of the study, scope of the study, significance of the study and clarification of key terms are also respectively included in. Organization of the paper is presented at the end to give a general description of the research paper.

1.1 Background of the Study

Human is a social creature that lives in community. It becomes the nature of people to stick together and mingle with others. To stay in touch, communication is needed.

Communication plays an important role in our daily life. It can be in verbal and nonverbal forms, both written and oral. Nowadays, written communication appears to be broadly developed. Many people tend to engage themselves in this kind of communication. It can be seen from the fact that people can be busy using their mobile phone (now functions not only for telephoning but also for accessing internet) even when they are taking part in a face to face communication with others. People do not necessarily talk to each other while sitting together. They would prefer to communicate through social networks such

as Facebook, Myspace, and Twitter rather than talk directly. All the explanation above proves that written communication has become increasingly common.

Communication involving two or more people has often been signalized by the existence of address terms. Normally, people address one another to start a conversation. The most common way of addressing is by calling someone's name. Observing the way people name one another is what the researcher has done recently while doing such kind of virtual activities; online, searching or browsing. The researcher has noticed that there seem to be great differences among address terms now and then in terms of their usage.

Terms of address show the relationship between addresser and addressee by paying attention to several aspects such as age, gender, profession, status, level of formality, and intimacy. Yet, today, those aspects do not seem to be considered as the factor of address terms' choices. People tend to ignore them. In Indonesia, for example, someone used to address the one he/she loves (in this case love among the straights) with *Say*, *Yank,* or the combination of the two *Sayank* originated from the word *Sayang,* which means *Dear* or *Darling*.

However, nowadays, many people are found using those address terms to call someone from the same sex. For instance, when a girl thanked her girl friend, she might say *"Makasih ya, Say"* or *"Thx, Darl"*. It does not sound strange, though, for all parties involved in the conversation: addresser, addressee and the listener. Now it even becomes such a familiar address term among females. It is in line with the study conducted by Tyaningsih (2006) about gender differences in using the word *sayang* as an endearment term.

The study reveals that the word *sayang* is not only used as an intimate term but it is now also used as a regular addressing term with various intentions.

Another example can be seen in the aspect of age, it is found in most of Indonesian blogs, forums, social networks and other communities where they can get in touch. When being mingled in the forum, for example, the members are found using *Om* and *Tante* to call each other of the same or relatively similar age. What to be considered is their gender; *Om* for male and *Tante* for female. In the past, these address terms used to be employed only to address people older than the speaker, especially to call uncle and aunt who are referred to as our kin. As a matter of fact, those two terms belong to the type of address terms, kinship terms. Regarding the use of kinship terms the interlocutors used to address those not having any real kinship relationship is quite interesting for the researcher to survey, since it signals the existence of metaphorical use of address terms.

Several previous studies on address terms have been carried out so far. Notable among them are those of Brown and Gilman (1958, 1960), and Brown and Ford (1961). There are also the recent study done by Indonesian students. One of them is the work of Mahmud (2010) dealing with address terms used by Bugis people to communicate. The finding reveals that there are many types of address terms used by Bugis people to communicate such as personal names including nicknames, kinship terms, and status terms relating to noble status, religious status, occupation status, and some combinations of these address terms. The use of these terms is affected by many factors such as social status, gender differences, age differences, degree of familiarity, and communicative situations.

Another one is the study conducted by Situmorang (2009) focusing on the investigation of the forms, functions, and factors affecting the choice and rules or patterns of use of terms of address. He discovers forms of address that can be used as positive and negative politeness strategies and examines how Toba Bataks form their familial dyads and the norms underlying such dyads.

While the above previous studies focus on address terms used by their native speaker, this study focuses on English address terms used by Indonesian and their metaphorical use. English address terms is chosen since they appear to be mostly used by Indonesian after the Indonesian address terms themselves.

Furthermore, blogs have been selected as the targeted object because of their existence as one of the most frequently updated websites. Besides, the researcher noticed that there are many address terms that undergo the shift in their usage found in blogs, especially in the comments. For those reasons, the researcher will carry out the research entitled *"The Metaphorical Use of English Address Terms in Indonesian Blog Comments"*.

1.2 Formulation of the Problems

Based on the above purpose, this study endeavors to address these following questions:

1. What English address terms are found in Indonesian blog comments?

2. What types of address terms do they belong to?

3. What English address terms are used metaphorically by Indonesian bloggers?

4. What categories of metaphorical use deviations do they belong to?

1.3 Aims of the Study

Relevant to the questions, this study is carried out to find out:

1. English address terms that appear in Indonesian blog comments.

2. Types of address terms they belong to.

3. English address terms that are used metaphorically by Indonesian bloggers.

4. Deviations of metaphorical use of address terms.

1.4 Method of the Study

This study employs a descriptive qualitative method in the form of pragmatic analysis aimed at describing English address terms used by Indonesian bloggers. The data are gained through document analysis. Purposive sampling method is used to select the document by considering there are so many blogs owned by Indonesian and realizing that not all of the posted topics are being commented. As a result, blogs in the largest Indonesian online community and 10 most commented posts about computer and technology have been selected. From each post, the researcher takes 20 comments to be analyzed.

The researcher records the conversation among the bloggers gained from the comments in the posts. After collecting the data, they are identified to find the English address terms. The researcher then classifies the address terms that are used metaphorically and compares their usage with their literal meaning to discover the metaphorical deviations of each term. The data are analyzed by the

relevant theories presented in Chapter II**.** Further explanation of the method used in this study is provided in Chapter III.

1.5 Scope of the Study

Along with the development of technology, modern gadgets are developed and modified rapidly. Beginning with Short Message Service (SMS), people start to shorten the words of the message they mean to deliver. They modify the message by using varieties of words. Then internet emerged and provided many ways for people to be creative and get developed. Through the internet, adults as well as kids start to broaden their knowledge. The use of language immediately changes, words are modified, and language is converted from time to time. One of the conversions of language happens to the address terms. It happens not only because of the people who are creative, but also because of the powerful influences around them which make them to be. Language is seasonal.

In this study, the language that becomes the focus is English used by Indonesian. Of course, the researcher does not mean that Indonesian speak English. It cannot be avoided, though, that Indonesian study English as a foreign language (EFL). English is no longer new for Indonesian without ignoring the fact that its use still seems to be mostly hard for them. However, in blog comments, it can be seen that sometimes, Indonesian bloggers appear to be familiar with several English words. The appearance is shown by the existence of English address terms used by Indonesian bloggers.

In common, address terms are used directly in spoken way. However, they can be found in written form as well. What is more interesting from written form is that we can see how people arrange words in letters. People write and build new words in their own way of writing. In spoken way, we cannot see whether the person really understands the words both contextually and linguistically. While through writing, the understanding of people, in this case addresser, towards address terms they use is perfectly examined. Related to those brief sentences explaining about address terms in two ways of delivery, the researcher mostly find various types of address terms in blogs, specified into blog comments.

Blogs, nowadays, present cross–cultural people, share cross–cultural things, and present and share anything. Since blogs also provide huge number of information in many different contexts, the address terms used by the users are completely various. The variety of address terms presented by the bloggers, especially when they address the one posting the topic or others commenting the post, are used freely without any burden. What is surprising is that those address terms used among bloggers are accepted normally by them. The bloggers seem like they already understand the meaning of the address terms used to address them. Why the bloggers used the address terms is also understandable. It can be denoted by the fact that there is no complain or question delivered about the presence of the address terms which sometimes are not correctly written, e.g. *sistah*, *brader*. In another case, they use address terms improperly to designate the addressee e.g. they address the person posting the topic with *boss* although that person is not their employer.

Hence, this study will make use the pragmatic analysis of address terms in Indonesian blog comments. The analysis is focused on the metaphorical use of English address terms among Indonesian bloggers.

1.6 Significance of the Study

This study is expected to enrich the knowledge of pragmatics. It is also hoped that the research will provide readers some insights on address terms used by Indonesian bloggers. To students, this study is aimed to give more opportunities for them to broaden their knowledge about the phenomenon of address terms. This study is also dedicated to bloggers so that they can open up their mind about the fact of metaphorically used address terms existing around them, in an eye to make them aware about their involvement in one of the linguistic actions.

1.7 Clarification of Key Terms

The following terms are several terms used in this study. In order to avoid misunderstanding, a brief explanation and example are added.

Metaphor

Metaphor is a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable (Oxford English Dictionary, 1987). In this study, it is said to be metaphor when there is a deviation from literal meaning.

Metaphorical Use

Metaphorical use is any deviation from the normal use which is contextually and culturally determined (Li, 2006). For instance, the term *boss* is used literally to address the one who is in charge of a worker or organization, but some people are also found using this term metaphorically to address a person they consider has an important role for them, e.g the one sharing the registration key of software in order to make it no longer a trial version.

Address Terms

Braun (1998) defines address terms as the linguistic forms speakers use to refer to their collocutor(s). In Indonesia, for example, these are words like *kamu, ibu, paman,* or *kakek*.

Blog

Blog is a personal website or web page on which an individual records opinions, links to other sites, etc. on a regular basis (Oxford English Dictionary, 1987).

Comment

Comment is a verbal or written remark expressing an opinion or reaction (Oxford English Dictionary, 1987).

1.8 Organization of the Paper

This study is organized into five chapters:

Chapter I   : Introduction

It consists of background of the study, formulation of the problems, aims of the study, method of the study, scope of the study, significance of the study, clarification of key terms and organization of the paper.

Chapter II   : Theoretical Foundation

It explores relevant theories related to the present research.

Chapter III   : Research Method

It outlines the method of the study. This includes type of research, data collection, and data analysis.

Chapter IV   : Findings and Discussion

It offers several finding resulted from the analysis and also discussion dealing with the theories of address terms.

Chapter V   : Conclusions and Suggestions

It provides conclusion drawn from finding and discussion in Chapter IV as well as suggestion for further research.