

ABSTRACT

The present study aims to analyze the types of address terms used by all the characters in *Fantastic Beasts And Where To Find Them* movie and to reveal the social factors that influence the use of address terms. Both employ the theory proposed by Wardhaugh (2006). Further, this study applies to qualitative design. The result of the research can be concluded as follows. First, there are six types of address terms. They are first name, title plus last name, title alone, last name, pet name, and kinship terms. The most frequent use of address terms is first name since it is used to show intimacy between the speakers. In addition, other kinds of address terms also found in this movie. Second, there are nine social factors of address terms. They are particular occasion, social status, gender, age, family relationship, occupational hierarchy, transactional status (i.e., service encounter, or doctor-patient relationship), race, and degree of intimacy. The most frequent influence the use of address terms is social status or rank of others. It is because the characters are not familiar with each other even though they know each other. Some characters also show the clear differences between the superior and the inferior. The circumstances and the social background of the characters determine the use of appropriate address terms.

Keywords: address terms, social factors, first name, social status.