

ABSTRACT

Khozin, Muhammad. 09.05.1.1.1.00073. *A Study of The Term of Addresses Used by Madurese People in Sukolilo Labang, Bangkalan, Madura*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor (I) Diah Ikawati A , SS., M.Pd. and Advisor (II) Dr. Masduki, M.Pd.

This study concerns the phenomenon of the term of address in sociolinguistics field especially family, realative, and neighbor. This study aims to explain the terms of address are used by Madurese people living in Sukolilo, Labang, Madura, the kinds of the terms of address are dominantly used by Madurese people in Sukolilo, Labang, Bangkalan and the social factors are responsible for the choice of the terms of address used by Madurese people in Sukolilo, Labang, Bangkalan.

To analyze the data, this study uses *Finegan and Holmes* theory. Moreover, this study is conducted using a qualitative method design because the data are in the form of sentences. The data of this study are the conversation containing the term of address. The data of this study are collected by using content analysis method.

The writer found 35 data. The data analysis clarifies the findings of the research questions. The terms of address used by Madurese people living in Sukolilo, Labang, Madura are second person pronoun (2 data), term showing respect (24 data), and term disrespect (9 data). In addition, in Sukolilo's society, it is found that the factor that influenced the social factor: age (11%), sex (49%), social status (9%), family relationship (31%).

Keywords: The Term of Addresses, Madurese people in Sukolilo.