

CHAPTER I

INTRODUCTION

This chapter provides description of the five main points which complete chapter one as introduction. The five main points are background of the study, statements of research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of Study

Language can be defined as a primary instrument of communication. People use language to interact and communicate each other in society. In communication, people have different styles in using language through spoken or written form. It depends on their social background and their culture in society. Moreover, language represents social identity, culture, and norm of the speakers and hearers. Oyali (2009) noted that studying language is a significant factor for people to understand their culture and norms. Hence, it is very needed for human's life especially for communication.

One way to identify social status of people in their society can be seen through the use of address terms in communication. Esmae'li (2011) wrote that address terms are words and phrases which are used for addressing. Address terms may only a small part of communication, however, they have important roles in starting communication. There are some forms which are indicated as address terms such as

names, titles, and some more. Additionally, every language has its own way in using address terms which is related to the culture. Some people who do not belong to the same culture will find the difficulties to understand the basic rules of how to use address terms in the other culture.

People use address terms to call the person who is involved in the conversation. They use address terms to address each other. Commonly, they use appropriate address terms to address their interlocutor. Furthermore, the choice of appropriate address terms depends on the identity of individual who is involved in conversation. Besides, the relationship between addresser and addressee, communicative situations, and the purpose of conversation influence in choosing of appropriate address terms.

“Generally, choice of address forms depends largely on the age, sex, status and location of the interaction, though the influence of age appears to be overriding”.

(Oyali, 2009, p.107).

The assertion above supports that the use of address terms will be different in some occasions.

Therefore, someone can be addressed differently in different relationships and situations. For instance, someone's name is Jack Sparrow, the others may address him by his title Mr. Sparrow or Captain Jack Sparrow in formal situation. Meanwhile, he may be called as Jack or Jackie by his friends in non-formal situation. It should be noted, those address terms may reflect the situation and the relation between speakers and their co-interlocutor. In fact, this phenomenon is frequently found in daily life but most of people do not recognize it.

The phenomenon of addressing can be also found in movie or film. It is caused that a movie represents daily living story of people in society and an interaction among them. The example below is taken from The Pirates of Caribbean movie series,

Swann : *Ah, Mr. Turner! It's good to see you again!*
Will : *Good day, **Sir**. I have your order.*

This example is the conversation between the governor and his subordinate. The use of title as 'Mr.' and honorific term as 'Sir' indicate the less intimate between the addresser and the addressee. It may be assumed that Swann has higher social status than Will because he tries to show his respect by using honorific term 'Sir'. Besides, the conversation above indicates that they do not have close relationship. This phenomenon is very simple, unique, and interesting to be analyze. The simple thing, address terms, can be represent the identity and the social relation of people.

This phenomenon will never be revealed without a number of researchers who have conducted their research about address terms. Kriengkrai Watanasawad (2007) analyzed the use of address terms in the lyrics of Thai country and city songs, Uchenna Oyali (2009) analyzed the various forms of address in Nigeria, and Aji Widiatmaja (2014) analyze address terms in 'Runaway Jury' Movie. Those are the writers who contribute in the analysis of address terms. Nevertheless, none of them has analyzed about address terms in *The Pirates of the Caribbean* movie series.

In this study, the writer investigates the use of address terms in movie series entitled *The Pirates of the Caribbean*. The writer chooses *The Pirates of the Caribbean* movie series because it is included in the tenth highest-grossing movie series of all the time. In addition, there are many various address terms used by the characters. They use various address terms in several communicative situations, for example in castle, ship, prison etc. The writer focuses on the discussion of the types of address terms and the functions of address terms.

1.2 Statements of the Research Problems

According to the background of study, this study discusses address terms in *The Pirates of The Caribbean* movie series. The questions are formulated as follows:

1. What are the types of address terms performed by the characters of *The Pirates of the Caribbean* movie series to address each other?
2. What are the functions of address terms in *The Pirates of the Caribbean* movie series?

1.3 Objectives of the Study

The objectives of the study will explain the answers of the questions that occur in the statements of the research problems. The objectives of study are:

1. To explain the types of address terms performed by the characters in *The Pirates of the Caribbean* movie series to address each other.
2. To explain the functions of address terms in *The Pirates of the Caribbean* movie series.

1.4 Significance of the Study

The significance of study are to convey the benefits both theoretically and practically. Theoretically, the result of this study is able to provide deeper and clearer understanding about address terms, particularly for those who learn about the use of address terms in communication. In addition, this study is expected to give contribution for scholars to be the reference for further research related to address terms.

Practically, this study aims to assist people to understand in identifying address terms in communication. Besides, this study provides the examples of the impact in the use of address terms for the readers. Moreover, people can be aware in using address terms appropriately based on its types and functions to make their communication runs smoothly.

1.5 Scope and Limitation

To make it specific and avoid the broad investigation, this study focuses on Sociolinguistics' theory especially theory of address terms. More specific theory, this study uses theory of Toni and Aliakbari (2008) to classify the types of address terms. Meanwhile, this study uses Yang's theory (2010) in term of classifying the function of address terms. Therefore, this study focuses on address terms in movie series.

Besides, the writer limits the data from utterances or conversations of the characters in '*The Pirates of the Caribbean*' movie series which contain address terms. The writer also focuses on the three series of *The Pirates of the Caribbean* movie; they are *The Curse of the Black Pearl* released on 2003, *The Dead Man's Chest* released on 2006, and *At Worlds End* released on 2007. Those are the great and famous fantasy movie series in the world. Additionally, those are occupying the highest rating from all the five series of the movie. Those stories are related each other that tells about the journey of Captain Jack Sparrow as the main character. Moreover, the characters use English fluently while they are talking.