

CHAPTER I

INTRODUCTION

This chapter gives the concise elaboration and explanation of background of the study, statements of the research problems, objectives of the study, significances of the study and the scope and limitation of the study.

1.1 Background of the Study

Language is one of the most important parts in human life. People require language as tool to conduct communication between one another in daily basis. People communicate anywhere and anytime. People communicate through several interesting topics about their daily activities. They talk about family, weather, economics, entertainments and many other things.

According to Holmes (1992), language has several functions in daily life communication. Holmes states that people require language to share some important information and express their feeling of indignation, annoyance, respect and admiration to other people. People have different ways and techniques to start the communication, getting further and close the communication.

People open a communication by saying something (talking). According to McArthur (1992), the activity of talking actually is the very basic and widespread linguistic means. Human has languages as tool in communication, but people also need the ability to say it through talking or saying something. McArthur says that it is the activity of talking which conducts human affairs. In daily life, beside

talking to themselves, people also make conversation by talking to other people around them.

Francesca Pridham (2001) says that when people try to understand conversation properly, they need to find out the purpose behind the words spoken by the speaker. In fact, people have different reasons and purposes when they are uttering words in a conversation. In real conversation, not all words can be understood easily. Sometimes each word has its own difficulties to understand, sometimes a single word has multiple functions depend on the context and the features such as intonation, volume, stress and speed.

Muhammad Aliakbari (2008) found that one of the most important issues that frequently appear in communication studies all this time is how people may address one another. People have several ways to address someone. People use the term of address to designate the person being talked to. Addressor address addressee with reasons and purposes. It depends on the contexts which make people finally choose the words and expression to address someone. The words that people use to address someone have variation, each of them sometimes stands for more than one meanings and functions.

In conversation, Leech (1999) considers terms of address as an important formulaic verbal behavior. Leech states that each term of address can be considered as behavior of the addressor in addressing someone. Term of address is very important since it can influence how the conversation run. Term of address can also influence on how the partner will respon. When addressor is addressing the addressee, the addressor is showing the attitude, behavior and purposes. There

are many kinds of terms of address found in this era. Yang (2010) states that term of address can be first or family name of someone, title plus name. It can be also other popular and frequently term of address used such as the term of address *áludeô*

Based on Hill's (1994) *History of Term* in the approximately 1980, the word *áludeô* refers to *old rags* and *dudesman*, *scarecrow*. He states that in the latter half of the nineteenth century, the word *áludeô* became synonymous with *dandy*, a term used to designate a sharp dresser in the western territories of United States. Hill states that the use of the word *áludeô* developed in the 1930s and 1940s from groups of men, Urban Mexican-American *pachuchos* and African-American *zoot-suiters*, known for their clothes consciousness. These two groups began to use the word *áludeô* as an in-group term at the first time and it soon was used as a general form of address among men. The origins and who have invented the word *áludeô* is unknown.

The word *áludeô* have become popular term of address in the United States. Since then, the word *áludeô* was used as term of address between young men. According to Hill (1994), actually there was for a time a female version of that word, but it fell out of use. People use the term of address *áludeô* in informal conversation and to address someone who has the same ages since it considered as slang word. Kiesling (2004) clearly states that as term of address, the word *áludeô* derives its power from something he calls *cool solidarity*, the term of address *áludeô* is considered as an effortless kinship that is not too intimate.

The word “dude” not only popular and used by people in United States, but also used by people outside of the United States such as in Europe, in Asia and keep growing worldwide including Indonesia. The word “dude” grows up become a term of address which has multiple functions. The word “dude” also goes abroad through many other works. Nowadays we can easily find the word “dude” in comics, song lyrics and movie dialogue.

According to Gaylene Preston (2011), movie (film) is a medium of communication rich with social implications which created within different social, historical and cultural contexts. Again, movie is the reflection on real life situation. Movie sometimes also inspired by real story, movie reflects the things, the activities and conversations, the conflicts and talks that commonly happen in real life situation. In movie, the actors do the activities, they got conflicts, they interact, and they make contact and make conversation as normal people do in real life situation. Movie also reflects the society as the real society in real life situation. In movie also there are characters with varied characteristics such as antagonist which also can be found in real life society.

There are many movie genres which put the word “dude” at the movie dialogue. The writer use “dude” in the movie dialogue with several purposes, meaning and functions. These following movie titles are the movies which uttered the word “dude” in the movie dialogue, they are: *“Dude, Where Is My Car?”* (2000), *“Bad Boys 2”* (2003), *“Finding Nemo* (2013), *“21 Jump Street”* (2013).

Kiesling (2004) conducted a journal about “Dude” Kiesling (2004) analyzed “dude” in interactional activity in the University of Pittsburg through his students.

He made a graphic of which gender that frequently uses the word *ádudeô* at their daily life. Kiesling found that male is the gender who used *ádudeô* mostly than female. Beside that, Kiesling found that there are five specific functions of the word *ádudeô* in daily conversation; (1) Marking Discourse Structure, (2) Exclamation, (3) Confrontational Stance Attenuator, (4) Marking Affiliation and Connection, and (5) Signaling Agreement.

Based on the background above, the researcher selected the word *ádudeô* as the topic because *ádudeô* is a popular term of address which now not only can be seen in daily conversation, but also through many other works such as comics, song lyrics and movie. Kiesling (2004) also states that now the word *ádudeô* is not that simply term of address, it has multiple functions. The researcher choose movie as the source of data because movie reflects the things, the activities, conversations, the conflicts and talks which commonly also happen in real life situation. In movie, the actors do the activities as people do, they got conflicts, they interact, they make contact and make conversation as normal people do in real life situation. Movie also reflects the society as the real society in real life situation. In movie also there are characters with variative characteristics such as antagonist which also can be found in real life society.

By conducting this reaserch, the researcher hopes this study can be a good reference to find out what the meaning of the word *ádudeô* is, what the fuctions are, and how to use it correctly as term of address in daily conversation. The researcher conducts this research in order to there will no more misunderstanding between addressor and addressee in addressing each other using the word *ádudeô*

1.2 Statement of Research Problem

The problem of this research is the the use of the word *áludeô* in movie dialogue. Based on the introductions above, this research aims to answer the two questions below:

1. What are the functions of the word *áludeô* found in the movie dialogue?
2. What are the socio-cultural factors which influence the use of the word *áludeô*?

1.3 Objectives of the Research

After formulated some questions above, this research has two clear important objectives, they are:

1. To explain the functions of the word *áludeô* found in the movie dialogue.
2. To explain the socio-cultural factors which influence the use of the word *áludeô*

1.4 Significance of the Research

This research is important since it can explain the possible functions of the word *áludeô* in daily conversation especially in movie since there are many genre movies that use the word *áludeô*. But last not the least, this research can be a good reference and giving better understanding about the use of the word *áludeô*.

After conducting the research, the researcher hopes that people who read this research then will have the ability on using the word *áludeô* in variative functions and people will be wiser on understanding the other people who address them using the word *áludeô* since it has more than one functions as term of

address. The researcher conduct this research with the movies as source of data in order to people who read this research will understand the use of the word *álude* they find in the movie they watch.

1.5 Scope and Limitations

The scope of this research is Socio-Pragmatics, which focused on how socio-cultural influences the use of language in interactional conversation. This study explains the word *álude* as term of address which has multiple functions depend on the socio cultural such as relative relationship, gender, occupation, age, the purpose of the conversation and the context. The word *álude* is term of address that the researcher selected as topic. The word *álude* then would be analyzed using the theory of the functions of the word *álude* proposed by Kiesling (2004) to find out the functions of the word *álude*, the functions of the word *álude* that frequently appear in the movie dialogue and the socio-cultural that influence the use of the word *álude*.

The limitation of the research is only the utterances of the actors which mentioned the word *álude* in the movie dialogue. The researcher analyzed only the movie that mentioned the word *álude* in the movie dialogues, they are: *"Dude, Where Is My Car?"* (2000), *"Bad Boys 2"* (2003), *"Finding Nemo"* (2013), *"21 Jump Street"* (2013).