

CHAPTER I

INTRODUCTION

This chapter presents a description of the five major points that complete chapter one as an introduction. The five 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 the Study

Language is a media of communication used by people to communicate with others. Language can be used as a tool to exchange information such as lessons, hobbies, or other things. Language can also be used to express feelings for each other. People usually use language to arrange and maintain their relationships with others in communication. Therefore, language is an important thing to learn and as a key to interacting with others.

In communication, everyone often meets other people from various social and cultural backgrounds in the community. Both language and society are one entity that cannot be separated from each other because language can reflect the social identity of the language user. Oyali (2009) states that language is an important factor in understanding the culture and norms of people. One way to find out the social background of a person in society is to look at the use of address terms in communication. In addition, cultural differences also produce different languages

in the use of address terms. People who have different cultures may find difficult to understand the use of address terms in other cultures.

Everyone will not be separated from the use of address terms in conversation. Everyone involved in a conversation will address the interlocutor with the appropriate address terms. Address terms consist of various kinds, such as first name, title alone, title plus last name, kinship terms, and so on. Furthermore, the use of the term address is also influenced by several social factors. It is possible for the speaker to address the interlocutor with two different terms that are influenced by different factors when using the address term. According to Oyali (2009), the choice of address forms generally depends on age, gender, status, and location of the interaction. So, the use of the appropriate address term can be seen through the situation or the relationship between the addressee and the addresser.

The term of address constitutes how people address others. According to Wardhaugh (2006), there are various ways about how people address others like using first name, title plus last name, last name, etc. The selection of a particular type of address terms reflects the knowledge of exactly who that other is and on the circumstances of the encounter. For example using one type of address term is title. People will address the title *Doctor* or *Professor* which shows the least intimacy between the speaker and the interlocutor. Address terms research always worth to do in linguistics study since the use of address terms can reveal the speaker's identity, the power and authority of the speaker, and also the distance and relationship between the speakers.

There are several ways to conduct the study under the title of address terms, one of which is through film. Movies, also known as films, is a type of visual communication that uses moving images and sounds to tell stories both fiction and non-fiction to the audience (Difa, 2017). This research focuses on terms of address used in a movie entitle *Fantastic Beasts And Where To Find Them*. This movie directed by David Yates and produced and written by J. K. Rowling. It is chosen because this movie is the first series in the *Fantastic Beasts* film series and the ninth in the Magic World franchise, which begins with the *Harry Potter* films. This movie grossed \$814 million worldwide and become the eighth highest-grossing film in 2016. From here, it can be concluded that this movie has many enthusiasts.

Furthermore, in this movie, Newt Scamander is a British wizard and magizooologist who keeps various magical animals in his small suitcase. He arrives in New York, en route to Arizona. Inadvertently, this suitcase was carried by a non-magical man named Jacob Kowalski. So that some animals loose and rampant in the city of New York. At the same time, New York is under tight gueard due to many mystical events lately. The situation got worse because of the anti-magic extremist group, The Second Salemers. The hunter of dark wizards from the Magical Congress of the United States of America, Tina Goldstein, forced Newt and Jacob to reassemble the animals before causing a commotion. Unfortunately, Magical Congress of the United States of America has already accused Newt's pets as the culprit of this chaos. From that brief synopsis, it mentioned that Newt is a British wizard, Tina is an American wizard, and Jacob Kowalski is a non-magic person. It indicates the characters have differences in social background. Speaker

uses address terms to negotiate or transform a cultural system can be inferred and realized from address terms (Morford, 1997, as cited in Toni and Aliakbari, 2008). Therefore, based on these reasons this research will figure out the kinds of address terms used by the characters in a movie entitle *Fantastic Beasts And Where To Find Them*.

1.2 Statements of Research Problems

According to background of the study, the researcher will discuss about address terms used in *Fantastic Beasts And Where To Find Them* movie. The research questions are stated as follows:

1. What are the types of address terms used in *Fantastic Beasts And Where To Find Them* movie?
2. What are the social factors that influence the use of address terms in *Fantastic Beasts And Where To Find Them* movie?

1.3 Objectives of the Study

The objectives of the study will answer the questions in the statements of research problems. The objectives of this research are:

1. To describe the types of address terms used in *Fantastic Beasts And Where To Find Them* movie
2. To explain the social factors that influence the use of address terms in *Fantastic Beasts And Where To Find Them* movie

1.4 Significance of the Study

This research is expected to give both theoretical and practical significances. Theoretically, this research is expected to be able to enrich knowledge in the field of linguistics especially in terms of address and social factors that influence the use of address terms.

Meanwhile practically, this research can be a reference for further research related to address terms. Furthermore, this research is expected to give information about the kinds of address terms and social factors that influence the use of address term to others in order people can consider to use appropriate address terms in a conversation.

1.5 Scope and Limitation of the Study

The scope of this research is Sociolinguistics. This research uses the theory proposed by Wardhaugh (2006) which discusses about the types of address terms and the social factors that influence using address terms. The researcher limits the data from the conversation which uses various kinds of address terms. In the movie, a lot of characters have conversations. However, the researcher only concerned on the characters that use address terms in this movie. Therefore, this research is limited to describe the types of address terms and explain the social factors that influence the use of address terms in movie entitle *Fantastic Beasts And Where To Find Them*.