

CHAPTER I

INTRODUCTION

In this chapter, the researcher outlines various components including the background, research questions, objectives of the research, Significance of the research, and Scope of the research.

1.1 Background

Humans exist as social creatures who need other creatures to socialize and to convey their purpose and desire in their daily, which emphasizes the importance of language as a means of communication. People can interact and build connections with others. However, communicating effectively is not as simple as it appears. To communicate effectively, the speaker must be competent in the language being used. As a part of society, everyone has a different respective behavior towards language and each language reflects the social characteristics of the speaker. Language and society cannot separate each other because language allows us to convey and receive information.

As an important means of relationship between language and society, address terms can be used as a way of finding out valuable information about the hearers, their relationship and their circumstances. Address term is also known as the way people called or addressed someone else. Wardhaugh (2006) noted there were different ways of how people addressed others such as by title, by first name, by last name, by a nickname, or by some combination of these. All kinds of combinations are possible in English: Dr Smith, John Smith, Smith, John, Johnnie, Doc, Sir, Mack, and so on. When addressing someone, the name you choose for them is determined by your knowledge of who they are (for example, their age and lineage) as well as the circumstances of the meeting. A person's name changes depending on the circumstances, as each person has multiple names that he or she can use. Someone addressing the same person but in a different way, this is caused of the social factors.

He further suggested that social factors usually influence people's choice of address terms. The social factors 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

(2006). A successful interaction can be achieved by using the right addressing terms, it saves face and gives people control over how they speak. When we speak, we are continuously making decisions that affect how we place ourselves in the relationship. In addition, Heritage and Raymond (2016) stated that address terms are quite often used strategically by speakers in order to define and even constitute communicative situations an interpersonal relationship.

How the people say something is at least as important as what people say. In formal contexts, people tend to use titles like Mr., Mrs., Miss, or Professor, especially when addressing someone older or of higher status, to show respect and politeness. In informal situations, they often choose terms like honey, baby, brother, or sister, or simply use names and nicknames to express affection and solidarity. It can be symmetrical as Mr. Jones leads to Mr. Smith or John to Fred (Wardhaugh, 2010). It can also be asymmetrical as Mr. Jones to Elizabeth. The asymmetric use of Title, Last Name, and First Name (TLN/FN) indicated inequality in power, that mutual TLN indicated inequality and unfamiliarity, and that mutual FN indicated equality and familiarity. The switch from mutual TLN to FN is customary in certain types of relationships, but there are no precise rules for its use. When a young person uses FN to someone who might expect TLN, that violation is noted even though it may not lead to comment. Having deep understanding about address rules is not an easy matter. There are norms for any type of communication between two people.

The Buginese dialect which dominantly occupy the South Sulawesi including Bulukumba, also have high demands in practicing and maintaining every aspect in addressing someone. These demands are influenced by the characteristics of Buginese culture which maintains the dignity of siri', shame; honor (Idrus, 2014). Therefore, people of Buginese Bulukumba dialect very considerate in choosing the address terms. Such terms are distinctively used depending on some factors, such as the situation where the conversation happens and social status. In Buginese Bulukumba dialect, they have special address for people from certain lineages, such as karaeng/puang/etta/andi "master/mistress" that also often used as a term of respect for "father/mother" even to "grandpa/grandma". Apart from that, people generally use address terms, such as bapa' "father", emma' "mother", sappo "cousin", amure "uncle/aunt", and inaure "nephew/niece". In Buginese Bulukumba dialect, it can be found that there

are symmetrical and asymmetrical processes of addressing terms. For instances, the title “puang” influenced by social factors like occupational hierarchy, this indicates power.

The asymmetric use of names and address terms is often a clear indicator of a power differential. Such an asymmetrical system between spouses is not at all unusual. In Java a wife may address her husband as *mas* ‘elder brother’ and get her first name, a nickname, or *dhik* ‘younger sibling’ from him, a reflection of the traditional difference in status between husband and wife. Unlike Java, in upper-class Athenian society names and the Greeks also had a special name, a given name was commonly used in addressing others, e.g., by free adult males to address each other. Slaves were usually addressed as *paî* “child”, they in turn addressed their masters and mistresses as *déspota* “master” or *déspoina* “mistress” although they sometimes used names too. Men addressed women by either name or *gúnai* ‘woman,’ and women and children addressed men by name. Children addressed parents as either *pater* “father” or *mêter* “mother” and parents addressed children as *huié* “son”, *thúgater* “daughter”, or *paî* “child”. Siblings used names or *ádelphe* “brother” or *adelphe* “sister”. Husbands usually addressed their “wives” by *gúnai* and their mistresses by name. A wife used either her husband’s name or *áner* “husband”.

Choosing the right terms of address to use, in a hierarchical society may not always be easy. The cultural practices in community play a role in determining the selection of address terms by the speakers. It is argued that each place has its own way of using the address terms and it is related to the culture it recognizes. The choice of address terms is more than just an exchange of words, it is also point out the existence of differences in power, to show inequality and familiarity, point out equality and familiarity. Therefore, it is interesting and informative to better understanding how symmetrical and asymmetrical processes of addressing terms. For this reason, the researcher wants to conduct the contrastive study in field of sociolinguistics, especially the address terms in Buginese Bulukumba dialect in order to identify differences and similarities with the use in English Language through research entitled “*address terms in English Language and Buginese Bulukumba dialect based on social hierarchies*”. Hopefully, this research is expected to provide references in identifying the types

of address terms and the social factors influence the use of address terms based on the social hierarchies in both languages.

1.2 Research Questions

Based on the background of the study, the researcher formulated the following research questions:

1. What are the types of address terms used in English language and Buginese Bulukumba dialect based on social hierarchies?
2. How do the social factors influence the use of address terms in English language and Buginese Bulukumba dialect based on social hierarchies?

1.3 Objectives of the Research

Based on the research questions specified above, this research is formulated to fulfill two objectives, as follows:

1. To identify the types of address terms used in English language and Buginese Bulukumba dialect based on social hierarchies
2. To elucidate the social factors influence the use of address terms in English language and Buginese Bulukumba dialect based on social hierarchies

1.4 Significances of the Research

The results of the research are expected to give both theoretical and practical significance, those are:

1. Theoretical Benefits

This research is crucial to enrich the readers in understanding linguistics field more deeply to provide additional reference to future readers as well as useful for those in need, especially the address terms in English language and Buginese Bulukumba dialect. This research is also intended to serve as a reference for contrastive studies. Therefore, it is clear to provide a broader understanding of findings between these languages as they belong to different language families

2. Practical Benefits

This research is expected to provide descriptions to identify the address terms used in English language and Buginese Bulukumba dialect based on social hierarchies. At the end, understanding the address terms in English language and local language, such as Buginese Bulukumba dialect will have an important

role and function to develop the linguistic field, especially in facilitating effective communication. Furthermore, understanding the use of address terms and the influencing factors can help in choosing an appropriate address terms especially in these two languages.

1.5 Scope of the Research

In this research, the researcher focused to investigate the use of address terms in English language and Buginese Bulukumba dialect based on social hierarchies. The English language, data are collected from films, they are 1) *Angle Has Fallen* (2019) directed by Ric Roman Waugh dan 2) *A Christmas Prince: The Royal Wedding* (2020) directed by John Schultz. Meanwhile, Bulukumba Buginese-dialect data are from oral colloquial spoken by people in the western part of Bulukumba, specifically native speaker of indigenous people of Buginese Bulukumba dialect. Futhermore, a contrastive study was conducted between both languages, as they belong to different language families. Therefore, it is clear to see the differences and similiarity between these two languages.

CHAPTER II

LITERATURE REVIEW

This chapter is divided into three main sections: previous studies, theoretical background, and conceptual framework.

2.1 Previous Studies

The researcher believes that there are many researchers who have conducted researches under the discussion of address terms. In this chapter, the researcher has highlighted the previous studies to support her present research.

The first research is conducted by Zavitri, et al. (2018) purposed that the research of address terms in English and Selayarese based on situation and context to understand the aspects that influenced the use of address terms in English and Selayarese. This study was analyzed through descriptive qualitative approach. The difference from both languages appeared in which the nobility terms and teknonyms was not accommodated in English data. Another difference is Selayarese use certain address terms to call cousin and nephew or niece. Beside that there are also some similarities from both languages in which they use first name to call their mother, father, grandfather and grandmother and both languages applied endearments to address someone.

The second research was written by Sunarti, et al. (2019), she suggested that the terms of address of Abung Lampungese Language as a local wisdom in its Multicultural Society. As a multiethnic and multilingual population, Lampung province can be broadly divided into two groups; the indigenous population (Lampung ethnic) and immigrant population. Abung Lampungese community, as one of Lampung ethnic, has a unique and varied terms of address, and it also has a rule of use. This study aims to investigate the forms and the rules of terms of address used in Abung Lampungese by using qualitative descriptive design, observation and interview as the data collection techniques. There are ten terms of address and twelve factors of the terms of address rules and norms in Lampungese found in this study, each of which portrays the relationship between the speaker and the interlocutor.

Next, as observed in Gabrielsson (2019), modes of address between speakers in Sweden and the U.K differ from each other. Even though these are two Western European countries with rather similar cultures and conventions, their address systems have developed in relatively diverse ways. Therefore, this study aims to highlight the sociolinguistic aspects in the chosen languages, and how they play a role in the usage of address modes and referential terms in the two countries, primarily in schools, but other contexts are also considered. Following a review of existing studies, primary qualitative research was conducted which involved interviewing students and teachers in Sweden, and this revealed which expectations and preferences are similar, and which differ, between the countries. This study concluded that less formal modes of addressing in schools and other institutions are favored in Sweden, whereas the UK generally adopts stricter forms of address, with hierarchical differences evident within the same institutions. This reveals one aspect of how discourse norms and sociocultural climates in the UK differ from those in Sweden. Swedish discourse norms appear to have been more influenced by globalization and mass media than the UK, and national culture and values appear to have a greater influence on the discourse norms in the UK.

The next researcher is Djahimo, et al. (2020), who purposed that research and assessment of the use of local languages in Indonesia is essential, and one of the main reasons is for cultural preservation and protection. This writing is aimed at raising the issue of a unique phenomenon found in Kupang Malay dialect, which is spoken by people in Kupang City–East Nusa Tenggara Province. The central aspect presented in this paper is about the use of terms of address in Kupang Malay dialect. Sociolinguistic speaking, this issue is significant to be discussed because it will lead to politeness in communication, from speakers to hearers. Additionally, the more in-depth discussion about how the use of terms of address can change the attitudes and shift perceptions between the users will be provided. A qualitative method has been used to analyze the data, which has been collected through observations and interviews. There have been 12 respondents altogether. The results reveal that terms of address in Kupang-Malay dialect can be categorized into six groups and that several users have undergone the shifting of perceptions and the changing of attitudes.

In study by Mensah (2021) asserts that the sociopragmatic functions of address terms in social interactions at the University of Calabar Senior Staff Club. The study is rooted in social identity theory and community of practice (CoP) analytical framework as are theorized in contemporary sociolinguistic literature. The study identifies nicknames, titles, acronyms, formulaic appellations, clipped personal names and extended personal names as the primary types of address terms in the Club, and articulates that the use of address terms is a social construction of identity that enacts intimacy, fosters collective belonging, and enhances solidarity. Conversely, address terms can also reinforce social division and inequality given the hierarchical structure of the Club which does not license reciprocal use of some address terms. The study concludes that address terms are a site of highly creative use of language which is reflexively framed through humour, clipping, lengthening, language play and other linguistic devices. Generally, address terms provide mechanisms for members to bond socially and adapt flexibly to the socio-academic environment of the Club.

The next researcher is Zainal, et al. (2022) who aim to identify the kind of address terms used in English and Enrekang Durinese based on daily conversation. The research method used in this research is descriptive qualitative. The difference from the both languages appeared in Pronoun, Enrekang Durinese has two type of Pronoun, Polite and Polite while In English, there is only one second person pronoun; you. Another difference found in kinship and non-kinship terms. Enrekang Durinese people usually use mockery to address family and relative while using mockery to address family and relative is not found in English Data.

Then, Edeoga (2023) investigates the several forms of address exist across different societies and addressing people with the right form of address boosts and strengthens social relationships. This study sets out to investigate address forms in Eha-Amufu a dialect of Igbo with the focus of finding out the address forms used in this environment and the purpose for their usage. The face-saving theory of politeness by Brown and Levinson is adopted for the data analysis of the study. Mixed method was used to source data for the study. Findings reveal a total number of 28 Igbo address forms generated from Eha-Amufu socio-cultural background. Most of these address forms emanated from

social relationships such as family/blood relationships (kinship), friendship relationships and feats attained by men and women in the society based on the prominent cultural practices such as farming, wrestling and hunting. The address forms are hierarchical and the use of these address forms promote cordial relationship and hard work among members of the society. Finally, documentation of the address forms will help the younger generation to appreciate and adopt them in their relationships within the speech community thereby promoting an enabling environment for peaceful co-existence.

Septiari (2023) conducted research investigating the address term used in Balinese kinship and English kinship, and show how they different. Society cannot be separated from doing interaction to each other through communicate using the language. Address term is commonly use in communication to address the interlocutor, such as families and relatives. This study uses descriptive qualitative approach. The data of Balinese kinship are collected by observing the daily communication in the society and also conduct an interview to fifteen participants, while English kinship data were taken from previous researches. The result of this study show that Balinese kinship has many address terms in kinship system that differentiated by each caste, and Balinese kinship is more complex than English kinship.

Yanti, et al. (2023) also conducted an in-depth analysis of the sociolinguistic aspects of the system of addressing terms in Acehnese in Indrapuri District, Aceh Besar. This study focuses on the complexity of language and variations in how to greet each other in AL, with an emphasis on social and linguistic aspects. In this study, the complexity referred to is the complexity or variations found in a particular language in an area. This research uses descriptive qualitative research, where the focus of the research is on exploring the social situation that will be studied thoroughly. The results of this research show that there are six types of addressing terms, including kinship terms, non-kinship terms, religious terms, occupational terms, pronouns, and proper names. Factors that create variations in addressing terms in AL include politeness, gender, family lineage (noble status), marital status, religion, and social status.

The last study is from Abdullah and Fitrialsal (2024) which aims to identify the address terms existing in English and Konjonese and analyze the aspects affecting the use of the address terms in English and Konjonese. this research used a descriptive and qualitative approach. the result of the research is that there is a different between the use of the address terms in English and Konjonese. In English, the speakers sometimes used the first name of the addressee to show the closeness while in Konjo dialect, there are particular title used to address someone particularly those who are older. In addition, there several aspects affecting the use of the address terms involving situation, age different and social distance as well as social status.

After presenting several previous studies that are relevant and closely related to the current research, the researcher states that the previous discussions focused on the use of address terms in various languages both within Indonesia and beyond, as well as their application in specific situations. The use of address terms includes languages such as Selayarese, Abung Lampungese, Kupang Malay, Enrekang Durinese, Balinese, Acehnese, and Konjonese. Beyond Indonesia, the studies explored languages like Swedish and Igbo, as well as specific contexts such as the University of Calabar Senior Staff Club. The researcher examined address terms from various aspects. Zavitri, et al. (2018) focused on the address terms performed by English (American) and Selayarese community. Sunarti, et al. (2019) tended to investigate the forms and the rules of terms of address used in Abung Lampungese. Gabrielsson (2019), highlight the sociolinguistic aspects in the chosen languages, and how they play a role in the usage of address modes and referential terms in the two countries, primarily in schools, but other contexts are also considered. Djahimo, et al. (2020) raising the issue of a unique phenomenon of address terms found in Kupang Malay dialect. Mensah (2021) asserts that the sociopragmatic functions of address terms in social interactions at the University of Calabar Senior Staff Club. Zainal, et al. (2022) concentrated on the address terms used in English and Enrekang-Durinese based on daily conversation. Edeoga (2021) This study sets out to investigate address forms in Eha-Amufu a dialect of Igbo with the focus of finding out the address forms used in this environment and the purpose for their usage. Septiari, (2023) concentrated on address term in kinship system used in Bali

which is really complex and compare with English kinship. Yanti, et al. (2023), focuses on the complexity of language and variations in how to greet each other in AL, with an emphasis on social and linguistic aspects. Abdullah and Fitriansal, (2024) studied the address terms existing in English and Konjonese.

Meanwhile, this current research discusses address terms in Buginese Bulukumba dialect. Thus, encouraging exploring and finding information about address terms used in Buginese culture, which is part of the languages in Indonesia. It is argued that each region and even each situation, has its own way of using address terms, which are closely related to the culture recognized in that place. In Buginese Bulukumba dialect based on social hierarchies, the choice of address terms is more than just an exchange of words; it is also point out the existence of differences in power, to show inequality and familiarity, point out equality and familiarity. Therefore, it is both interesting and informative to better understand the types of address terms and the social factors their use. The data were collected from speakers and addressees used by the community to complete data on Buginese Bulukumba dialect.

2.2 Theoretical Background

2.2.1 Sociolinguistics

Languages have been present and studied since ancient times. Language functions as a means of communication and cannot be separated from people's social life. In this case, sociolinguistic research is about how language is used in society. Hymes (2013) states that the newest and most common term in the field of research related to linguistics and anthropology is sociolinguistics. In research, there is a relationship between language and society, not just language itself.

According to Yule (2006), Sociolinguistics is also commonly used to analyze the relationship between language and society. A strong relationship between language and social psychology in society, especially regarding attitudes and cognition. Apart from that, Holmes and Legere (2013) emphasize that sociolinguistics is also concerned with the relationship between language and the context of its use. sociolinguistics always pays attention to the context of language use in the form of meaning, language change, and language acquisition in society.

There are various potential connections between language and society. One is that social structure can impact or determine language structure and/or behavior. Certain evidence may be adduced to support this view: the age-grading phenomenon, whereby young children speak differently from older children and, in turn, children speak differently from mature adults; studies that show that the varieties of language that speakers use reflect such matters as their regional, social, or ethnic origin, and possibly even their gender; and other studies that show that particular ways of speaking, choices of words, and even conversation rules.

A second possible relationship is directly opposed to the first: linguistic structure and/or behavior may either influence or determine social structure. Languages rather than speakers of these languages can be 'sexist'. A third possible relationship is that the influence is bi-directional: language and society may influence each other. Behavior and social behavior are in a state of constant interaction' and that 'material living conditions' are an important factor in the relationship. A fourth possibility is to assume that there is no relationship at all between linguistic structure and social structure and that each is independent of the other. A variant of this possibility would be to say that, although there might be some such relationship, present attempts to characterize it are essentially premature, given what we know about both language and society (Wardaugh, 2006).

The basic premise of sociolinguistics is that language is variable and ever-changing. An individual, for instance, will speak differently to a child than he or she will to their college professor. This socio-situational variation is sometimes called register and depends not only on the occasion and relationship between the participants, but also on the participants' region, ethnicity, socioeconomic status, age, and gender (Labov, 2005).

Sociolinguists also commonly study dialect which is the regional, social, or ethnic variation of a language. For example, the primary language in the United States is English. People who live in the South, however, often vary in the way they speak and the words they use compared to people who live in the Northwest, even though it is all the same language.

According to Naibaho (2020), Sociolinguistics is a discipline that studies language and the relationship it has with the social and cultural context in which

it is generated. To do this, he investigates real situations of use within a given community analyzing how Individuals interact verbally and share certain codes and idiomatic rules. All societies have a specific way of speaking, which in turn varies depending on the age, sex, level of training and social class of the interlocutors. On the other hand, the words and the ways of communicating also change depending on the place and context in which the dialogue takes place. These factors, and the way in which they condition language and influence the choice of words are studied by sociolinguistics. In line with this, Wardhaugh (2006), Sociolinguistics is the study of the relationship between language and society with the aim of better understanding the structure of language and its function in communication.

Based on the explanation above, it can be concluded that sociolinguistics is a science that studies all linguistic problems in social, situational and cultural life. In this case, researchers may wish to minimize problems with appropriate language use in the social context of society. By studying sociolinguistics, every speaker will understand how to choose appropriate language for the sociocultural context. The use of language in society is closely related to the use of addressing terms. This is interesting because this research will find out the terms and the influencing factors of address terms in society.

2.2.2 Social Hierarchies

Social hierarchies are present in various aspects of society and can have both beneficial and detrimental effects. Often, these hierarchies result in injustices, creating inequality and unfairness. Some individuals exploit their positions for personal advantage. On the other hand, social hierarchies also offer benefits, facilitating social interactions and helping to establish a sense of order; without them, society would likely be more chaotic.

According to Remenyi (1999), status is broadly defined as the value of a particular position within any hierarchy, whether formal or informal. People perceive status in relation to others, comparing themselves to someone else. Organizations are considered *formal hierarchies*, typically characterized by a written or predetermined structure where rank differences play a crucial role in defining power dynamics. On the other hand, *informal hierarchies* exist both

within and outside organizations, based on status differences across various dimensions. The cultural value system determines the significance of these dimensions relative to one another. For instance, factors such as health, wealth, wisdom, beauty, physical strength, expertise, social connections, authority, and membership in specific groups can all contribute to informal hierarchies, although the previously mentioned factors usually hold greater importance.

All social interactions rely on the types of individuals involved, the contexts in which they occur, and the approaches used to facilitate communication. People communicate differently with their parents, siblings, peers, friends, colleagues, employers, employees, and authority figures.

In everyday interactions, everyone takes on a role, which Goffman (1959) describes as “the enactment of rights and duties linked to a specific status.” Roles consist of structured behavioral rules defined by society for various social contexts. In contrast, status refers to an individual's position within a social system and how it ranks relative to others. Some roles carry higher statuses, leading individuals to behave differently depending on the role they are performing. Goffman envisions the social world as a multi-layered drama, where we each play different roles based on the situation and the people involved (Meyrowitz, 1985). Recently, however, many sociologists have shifted their focus from roles to identity. Scholars have critiqued role theory for its inconsistencies, its emphasis on social conformity, its use in justifying social inequality, and its struggle to account for the ongoing transformation of social structures.

When power is seen as legitimate and justified, it transforms into authority (Weber, 1978). Consequently, individuals must learn to perform authoritative roles, while also taking on subordinate roles, which contribute to the continuation of social hierarchies. Thus, the concept of roles is essential for understanding how authority is maintained in everyday interactions. Examining roles is important as it helps reveal power dynamics and the persistence of social hierarchies. The existence and perpetuation of social hierarchies depend on people accepting and knowing how to perform roles. Without various roles, such as professor and student, and the understanding of the relationship

between the two, the hierarchical nature of the relationship would not be able to be expressed. Although not all relationships are hierarchical, many in fact are.

2.2.3 Tu and Vous: Power and Solidarity

When we communicate, we constantly make various choices: what to express, how to express it, and which specific sentence structures, words, and sounds best connect the content with the delivery. The manner in which we say something is just as crucial as the message itself; in fact, content and form are intertwined, representing two sides of the same coin. One way to explore this relationship is by looking at specific aspects of communication, such as the choice between "Tu" and "Vous" forms in languages that require such distinctions, the use of naming and address terms, and the incorporation of politeness markers. In each instance, certain linguistic choices reflect the social relationship that the speaker perceives with the listener(s). Additionally, in many situations, making these choices is unavoidable in how we 'package' our messages. We will also observe significant variations among languages concerning these aspects (Wardhaugh, 2006).

As a result of this usage, by medieval times, the upper classes began to use "V" forms with one another to demonstrate mutual respect and politeness. However, "T" forms continued to exist, leading to a system where the upper classes used "V" with each other, the lower classes used "T" among themselves, and the upper classes addressed the lower classes with "T" while receiving "V" in return. This asymmetrical use of "T" and "V" thus became a symbol of power dynamics. It was applied in various contexts, such as between people and animals, masters and servants, parents and children, priests and penitents, officers and soldiers, and even God and angels, where the first party would use "T" while receiving "V." The symmetrical use of "V" became associated with politeness, which gradually spread down the social hierarchy but did not reach all levels, becoming customary in certain relationships, such as between husbands and wives, parents and children, and lovers.

Symmetrical use of "T" has always been a way to express intimacy, and its application for this purpose extended to situations where two individuals shared strong common interests, fostering a sense of solidarity. Over time, this mutual "T" for solidarity gradually replaced the mutual "V" used for politeness,

as solidarity often takes precedence over politeness in personal relationships. Furthermore, the use of asymmetrical "T/V" to indicate power diminished, with mutual "V" often taking its place, as seen between officers and soldiers. Today, while asymmetrical "T/V" distinctions still exist, solidarity has largely supplanted power, leading to more frequent mutual "T" in relationships that once featured asymmetrical usage, such as between fathers and sons or employers and employees. Brown and Gilman's (1960) research on how upper-class youth in France, Germany, and Italy described their use of "T/V" forms highlights the significance of solidarity over power.

Because solidarity is so important, it sometimes falls on one party to initiate the use of Tu. Brown and Gilman (1960) explain how such a change may be initiated, i.e., the change from asymmetrical T/V or polite V/V to mutual T:

There is an interesting residual of the power relation in the contemporary notion that the right to initiate the reciprocal T belongs to the member of the dyad having the better power-based claim to say T without reciprocation. The suggestion that solidarity be recognized comes more gracefully from the elder than from the younger, from the richer than from the poorer, from the employer than from the employee, from the noble than from the commoner, from the female than from the male".

Brown and Levinson clearly illustrate the connection between the use of "V" and "T" forms in communication. They identify two patterns: the reciprocal pattern, which includes both reciprocal "V" and reciprocal "T," indicating horizontal relationships, and the nonreciprocal "V-T" pattern, which signifies a vertical relationship. In the reciprocal "V" pattern, both speakers address each other using "V." Similarly, in the reciprocal "T" pattern, both use "T." In contrast, the nonreciprocal pattern involves one speaker using "V" while the other uses "T." This is depicted in the figure provided by Brown and Gilman (1990).

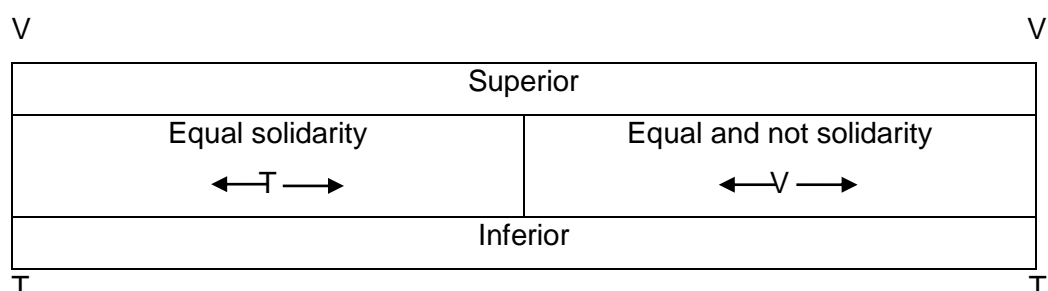


Figure 1. The Two Dimensional Semantic in Equilibrium

When both the speaker and the interlocutor hold equal power, they will address each other using the "V" form. Conversely, when neither holds power, they will use the "T" form for mutual address. If the speaker has more power than the interlocutor, they will use "T" when addressing the interlocutor, who will respond with "V." Conversely, if the speaker has less power, they will use "V" while being addressed with "T." When the speaker and interlocutor share equal power and have a relationship of solidarity, they will use the "T" form with each other. However, if there is no connection of solidarity, they will address one another using the "V" form.

In the table above, the power factor is prioritized over the relationship of solidarity when choosing the second person pronoun. Consequently, Brown and Gilman provide additional illustrations, as shown in the table below, where the factors of solidarity also influence the selection of the second person pronoun. This is depicted in the following figure cited by Brown and Gilman (1990).

V		V
	Superior solidarity	Superior and not solidarity
	Equal solidarity	Equal and not solidarity
	← T →	← V →
	Inferior and solidarity	Inferior and not solidarity
T		T

Figure 2. The Two Dimensional Semantic Under Tension

When the speaker holds more power than the other person but has a relationship of solidarity, they will address the other person with "T" while being able to be addressed with either "V" or "T." Similarly, if the speaker has less power than the interlocutor but shares a relationship of solidarity, they can use both "V" and "T" when addressing the interlocutor, who will use "T" in response. If the speaker is more powerful and lacks a solidarity relationship, they can use either "V" or "T" to address the other person, who will respond with "V." Conversely, if the speaker has less power and does not share a relationship of solidarity, they will address the interlocutor with "V," who can respond with either "V" or "T."

Ervin Tripp (1972) approached the study of address forms in American English differently. His research focused on how the second person pronoun is used in address forms. He discovered that two key rules must be present in the use of these address forms: alternation rules and norms of concurrency.

Alternation rules dictate the norms for addressing someone and relate to how address forms are influenced by various factors. Several key factors shape the use of this address forms:

- 1) Social Situation is marked by status. This refers to contexts where status and speaking style are clearly defined, such as in a courtroom, lecture hall, or other formal settings. In these environments, addressing someone often involves using their social identity, such as "Mr. President" or "Mr. Chairman."
- 2) Rank which is related the level of working group. This pertains to the hierarchical differences in status, such as between teachers and students.
- 3) The title which is relevant with the job or honors: Individuals with specific degrees or professions can be addressed solely by their titles, such as "Doctor" or "Chef," without needing to mention their names.

The norms of concurrency refer to rules associated with other systems of address forms. This involves using appropriate language structures that align with the address forms employed during a conversation. For instance, when an employee speaks to their boss, they will address them using "sir", and throughout the conversation, the employee will use formal language.

A book published in France titled *Savoir-vivre en France* (Vigner, 1978) offers guidance to foreigners on the use of "Tu" and "Vous". "Tu" should be used among spouses, siblings of any age, parents and children, close relatives, young people who live or work closely together, older individuals engaged in a common activity, and long-standing friends, especially those of the same gender. "Vous," on the other hand, is appropriate for addressing strangers, individuals without any ties, and situations involving hierarchies of power. Vigner notes that while "Tu" is common in certain work relationships and among youth, its usage lacks precise rules. However, "Tu" should not be used indiscriminately, as it may come across as overly familiar and unwelcome.

Therefore, since there is no precise rule for shifting from Vous to Tu, it is best to wait until the other person uses it to address you before you use it to

address him or her. This last bit of advice has a certain logic to it: if you cannot judge who has power, settle for politeness and wait until the other indicates solidarity.

2.2.4 Address Terms

According to Wardhaugh (2006) states that address terms are words, phrases, names, titles, or combinations of these that are used to address interlocutors or other individuals. The speaker uses address terms to convey respect for others, familiarity or unfamiliarity, intimacy, and social status. Individual forms of address terms might show the speakers' social background. In contrast, different address terms are used depending on the speakers' social relationships. A person's choice of address terms reflects the relation between language and society, as well as how he or she perceives his or her relationship with the addressee within that society. In addition, having deep understanding about address rules of certain language is not an easy matter. The actual rules of address in a society are as complex as the society itself.

For more clearly, Yang (2010) divides address terms into many general rules based on the address forms used by English language and American speakers, as follows:

Table 3.1 Kinds of address terms in English language

i. Name	Examples
1) full name	<i>"A rise! Horatio Fliyd Beanish, do you know we are at war?"</i>
2) first name	<i>"They are on your desk, Robert"</i>
3) nick name	<i>"Jonny, there's something I have to tell you."</i>
ii. Title	Examples
1) title concerning family relationship	<i>"All right now, children! Outside for your walk, father's orders."</i>
2) title of occupation	<i>"Operator, could you please put through a call to Copenhagen?"</i>

3) title of rank	<i>"You are right, captain".</i>
4) honorifics	<i>"Your Royal Highness, twenty-four hours. They can't be blank.</i>
5) other titles	<i>"Oh, darling". / "You dogs!" / "What do you want, fellow?"</i>
iii. Title plus name	<i>Doctor Smith</i>
iv. No-naming or Φ	<i>"Good morning"</i>

Address terms that are used and can be found in daily conversations. Name and title refer to the personal name of an address, which includes the full name, first name, and nickname. Title is associated to certain contexts, such as kinship, occupation, rank, and honorific. The other option is no naming, which is used to address someone without indicating the interlocutors identify.

There is a norm to every type of conversion between two individuals. Furthermore, because language cannot be divorced from the culture in which it exists, each language has its unique manner of utilizing address terms. People who do not belong to the same culture will struggle to comprehend the basic principles for using other languages' addressing terms. Ervin-Tripp (1972) provides the following example:

In the encounters across social groups may lead to misunderstandings within the United States. Suppose a used-car salesman regards his relation to his customers as solidary, or a physician so regards his relation to old patients. The American ... might regard such speakers as intrusive, having made a false claim to a solidary status. In this way, one can pinpoint abrasive features of interaction across groups.

Therefore, it can see some of the possible dangers in cross-cultural communication when different relationships are expressed through what appears, superficially at least, to be the same address system. The dangers are even greater if you learn the terms in a new address system but fail to appreciate how they are related to one another

2.2.4.1 The types of Address Terms

When communicating with others, one may employ a variety of language styles. It is the context of the conversation that influences the choice of language. Furthermore, when people communicate, they integrate their social identity in the manner they speak. People from different societies will have different addressing or greeting strategies.

There are several forms of address terms that people might employ to address others. She (1982) distinguishes four sorts of address terms: first name (FN), title plus last name (TLN), title only (T), and last name (LN). Close friends frequently use special nicknames (SN) (Chaika, 1982). On the other hand, has his own set of address phrases. He distinguishes between first name (FN), title plus last name (TLN), title alone (T), last name (LN), pet name (PN), and kinship term (KT) (Wardhaugh, 2006). Both two theories from the experts will be explained more detail as follows:

1) First Name (FN)

First name is the practice of addressing somebody by their first name. The first name includes generic titles such as "Mack", "Buddy", "Jack", or "Mate". The use of first name in communication denotes equality and familiarity, closeness, and an effort to exercise some influence over others. However, the usage of the first name also indicates an attempt to take some power over others. (Wardhaugh, 2006).

When people address another using just their first names, it may indicate intimacy or an attempt to assert power over others. For example, a mother would frequently call her child by their first name or a pet name (Honey), indicating intimacy. However, because her child is naughty, the reduction in intimacy acts as a disciplining.

2) Title plus Last Name (T+LN)

The title plus last name address word is the second type. The usage of title plus last name in communication shows social distance and unfamiliarity between the speaker and the interlocutor. This form of address word is typically employed by someone with higher status than the person he or she wants to

address. People's use of such address terms might be influenced by their age. To address senior persons, younger ones often use titles with last names; such as Mr, Mrs, or Miss, and Mrs. Jane or Mr.Smith. Furthermore, this form of address word suggests a lack of familiarity and an imbalance of power between the speaker and the addressee. persons with higher status are more likely to use it to address persons with lower status (Chaika, 1982).

Knowing and using someone's name is one evidence of intimacy, or at least it demonstrates a willingness to establish the intimacy. For example, addressing Doctor Smith is more personal than just Doctor. The usage of title and last name conveys more intimacy than title alone (Wardhaugh, 2006).

3) Title Alone (T)

It means that a speaker addresses his/her interlocutor only by his/her title, such as Professor, Doctor. We use a title Dr or Prof in more formal situations. Dr or Prof title is only used to determine the ranks of occupation. The use of Dr or Prof can be encountered in an official situation in use when the speaker knows the social status or work address higher. It can describe their work. The title Dr short for Doctor generally reserved for a medical doctor (MD) or have a Ph.D in hard sciences. Other title such as Mr, Ms, Mrs, Miss, or Ma'am is generally used to people who are foreign or can be used title for the foreign. For example:

1. Mr for men.
2. Mrs for married women.
3. Ms does not indicate if the person is married or not. Some women take on their husband's surname.
4. The title Mrs when they get married. Some women prefer to keep their surname and use the title Ms.
5. Miss also indicates single status or not married. The use of Miss is less common among younger women.
6. Sometimes people use the words "ma'am, "miss" or "sir" in a service situation. This is because when younger as a speaker does not know the name of the addressee, but they want to be polite and respect the addressee.

Similarly, titles like Sir or Madam are generalized variants of the T(title) category, i.e., generic titles (Wardhaugh, 2006). Moreover, some titles such as "Father," "Sister," "Rabbi," and "Your Honor" are used without the last name (Chaika, 1982).

4) Last Name (LN)

In addressing term using last name, the speaker uses the last name to address. Use last name when speaking about public figures such as actors. "... the use of last name indicates that the speaker is more superior than addressee". For examples, Smith from John Smith, Ruth from Ann Ruth, etc. The usage of last names in communication demonstrates unbalanced power between the speaker and the listener (Chaika, 1982).

Last names or surnames, in many forms, are a common way of address among men who interact at the University of Cape Coast (UCC), indicating the influence of gender. For example, male and female friends address Emmanuel Abakah with different words, such as Abakah, Abek, and Abeko; while the initial name remains the same, the final two of the three Abakah names undergo a morphological change. Furthermore, at the University of Cape Coast (UCC), female students are rarely addressed by their last names (Afful, 2006).

5) Special Nickname (SN)

A special nickname is another form of address phrase. This form of address phrase. In communication between the speaker and the addressee who has an intimate relationship, such as close friends. She also mentions that the name, which is also employed as a show of affection. Special nicknames include "Charles" becoming "Charlie", "James" becoming "Jim", "Daniel" becoming "Dan", and "Patrick" becoming "Pat" (Chaika, 1982).

6) Pet Name (PN)

Pet name is identical to the special nickname (Chaika, 1982). Using a pet name suggests a higher level of intimacy than using one's name while addressing others. "Honey" and "Sweetheart" are two examples of pet name. It indicates the terms of endearment for people we are very close to or to whom we want to show affection or friendship. It may combine with names.

7) Kinship Term (KT)

Kinship terms include "Father", "Mother", "Aunt", and so on. The word "kinship" is generational and age-related. Vietnamese develop a broad function of kinship words as one of the sorts of address terms, such as "chau" which means "grandchild", "ba" which means "grandmother", and "bac" which means "senior uncle/aunt" (Wardhaugh, 2006). Kinship terms refer to the type of relationship or blood relation that exists between the addresser and the addressee. Someone who used kinship terms symbolized the speakers' familial relationships (Oyali, 2009).

Wardhaugh's categorization of address terms highlights the multifaceted nature of language use in social interactions, emphasizing the role of linguistic markers in expressing relationships, social status, and cultural norms. By understanding the cultural and contextual significance of address terms, individuals can navigate diverse social contexts with greater sensitivity and effectiveness, fostering meaningful connections and mutual understanding across linguistic and cultural boundaries.

2.2.4.2 Social Factors in Using Address Terms

People will address other people in various ways throughout the communication. People address others differently depending on whether they are in a formal or informal situation. A variety of aspects influence how individuals use address terms. Wardhaugh (2006) believes that people's choice of address terms is generally influenced by social circumstances. Particular occasions, social status, gender, age, family relationship, occupational hierarchy, transactional status (i.e., service encounter or doctor-patient relationship), race, and degree of intimacy are the social determinants. People may use more than one form of address term in everyday life. These characteristics have a significant impact on the type choices (Wardhaugh, 2006).

Particular occasion is one of the social factors that can affect people in using certain types of address term. According to Wardhaugh (2006), this type of element is common in military regions. A soldier must preserve his or her respect for his or her leader despite living together under dangerous circumstances, such as a war with the commander.

Social status is another aspect that might influence people's use of certain address terms. According to Chaika (1982) "The superior will receive title plus last name when he or she is being addressed. She adds that title plus last name also given to the superior and to relative strangers." This type of address terms indicates inequality in power between the speaker and the addressee. When the people added Dr. and last name it shows that the speaker and the receiver have a different status.

Gender influences the use of address words in several societies. Wardhaugh (2006), claims that in feudal societies such as Hasnapur, a wife must refer to her husband by his given name. Furthermore, she addresses her husband with just names. He says that in Javanese tradition, a wife addresses her husband with "mas," which means older brother, while she receives her first name, a nickname, or "dhik," which means younger sibling.

According to Chaika (1986), age influences the usage of title plus last name. An elderly person likes to be called as 'Mr', 'Mrs', or 'Miss', especially when addressed by younger people. She goes on to say that social standing influences how individuals address others. When a superior wish to maintain his or her authority and status, he or she will require that his or her subordinate address him or her using the form of title plus last name. He/she, on the other hand, will address his/her subordinate only by first name.

Wardhaugh (2006) claims that changes in age and family relationship will influence the use of address terms. When someone needs to address his or her father-in-law, misunderstanding might develop. Addressing father-in-law as "Mr. Smith" may be too professional at times; merely "Smith" is too intimate, and "Dad" is unnatural. It will be different once a grandchild is born since he would naturally be referred to as a grandfather.

In the case of occupational hierarchy, it might be more challenging because the superior is often younger than the subordinate. Wardhaugh (2006) asserts that in a structure with a hierarchy, individuals at the bottom try to minimize their status difference from those at the highest position, while those at the highest levels try to maximize that gap. He adds that changing circumstances of work, such as in the military and business sectors, will also influence the use of address terms.

Transactional status is one of the social factors. According to Wardhaugh (2006), transactional status is a relationship between two parties, such as a doctor and a patient or a priest and a penitent. This type of interaction implies a power imbalance in a certain institution, such as a hospital or a church.

Race, in certain society will also determine people in the way they choose certain type of address term. According to Wardhaugh (2006), in the southern part of United States, whites often employed naming and addressing practices to put blacks in their place. As a result, the derogatory term "boy" is used to refer black guys. In situations where titles or title plus last name are required, white people address black people by their first names. The example above suggests that racial distinctions occurred in the practice of address rules in America. People's choice of address terms will be influenced by their level of intimacy.

The degree intimacy will also affect people's choice of address terms. Addressing someone by their first name also shows a high level of intimacy, or at least a desire for such intimacy. According to Wardhaugh (2006), pet names can also be used to express intimacy. He notes that first names and pet names are typically used in casual situations to create better intimacy.

2.2.5 Buginese Bulukumba Dialect

The history regarding of the name "Bulukumba", comes from two words in Bugis, namely "Buluku" and "Mupa" which means "still my mountain". Bugis is basically a group of Austronesian nationalities. Austronesian is known as the archipelago language family and is the language group with the widest level of distribution in the world. The Buginese Bulukumba dialect is part of the main language in South Sulawesi along with three other languages (Makassar, Mandar and Toraja). Most districts in South Sulawesi use the Buginese dialect. These districts include, Bulukumba, Barru, Pangkep, Maros, Bone, Soppeng, Wajo, Sidrap, Parepare, Sinjai and Pinrang. It is the main language used by people in the area for communicating in their everyday life both informal and formal situations (Hasbi, et al., 2020).

Furthermore, there are two local languages in Bulukumba: Buginese and Konjonese. The Buginese dialect is predominantly used by people in the western part of Bulukumba, such as Bulukumpa, Rilau Ale, Kindang, Gantarang, and Ujung Loe. Meanwhile, the Konjo is used by people in the eastern part of Bulukumba, including Bonto Tiro, Kajang, Bonto Bahari, and Herlang.

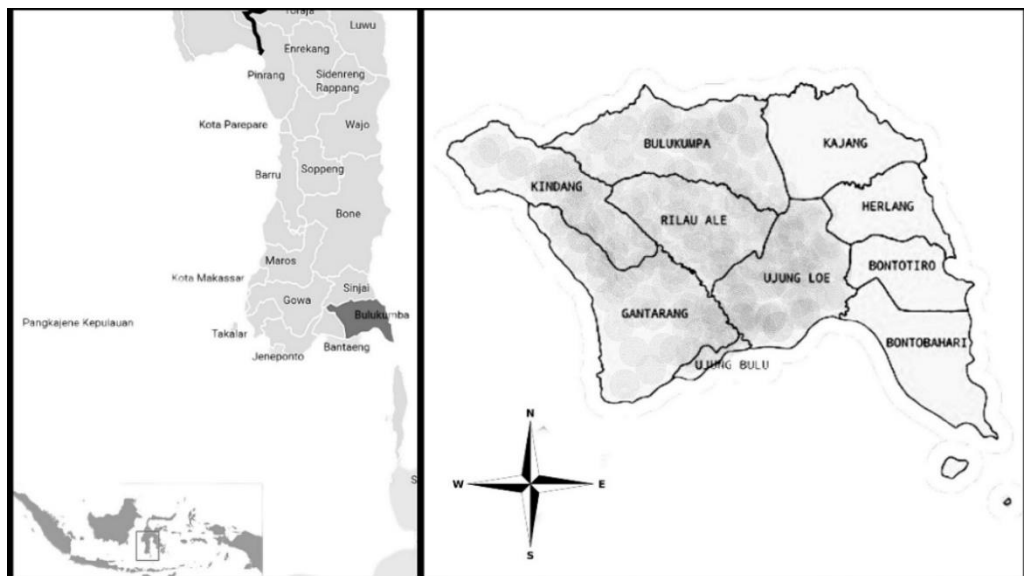


Figure 3. Shows the map of the spread of Buginese Bulukumba dialect

"Mali' siparappe, Tallang sipahua" is a blend of two dialects, Buginese and Konjonese symbolizing the commitment of the people of Bulukumba to work together for the common good and ensuring everyone's safety.

In Buginese dialect, the address term is one the most influential aspects in governing language etiquette. According to Read (2015) defines that all societies have terms that are used to address and refer to one's kinship. Bugis kinship terminology is basic and of the 'generational' variety. Your relatives of the same generation as yourself, whether male or female, brothers, sisters, or cousins, fall into the single category of sibling (sajing, 'of one origin'); the most important thing to know about each is whether he or she is your elder sibling (daeng) or younger sibling (anri'). Similarly, in the generation after your own, you can refer to everyone as ana' (child), including your own children, nephews, nieces, and cousins' children, however there is a particular phrase (ana-uré) for nieces and nephews. All of their children, whether from Ana' or Ana-uré, are

your eppo' (grandchildren). You will refer to all of your relatives in the same generation as your parents as uncles (ama-uré) or aunts (ina-uré), and their parents as grandparents (néné). It is, of course, always possible to state precisely which kind of links one has to a specific individual by using additional specifying terms; however, it is frequently difficult to determine whether a person to whom someone refers using the terminology described above is a relative at all, because there is a common tendency to extend immediate kin terms to close but unrelated friends of the appropriate generation.

Some other address terms used by Buginese dialect speakers based on achieved status, which is the attribute given concerning to academic achievement, financial status, religious order, or other positions in an institution; for instance, aji, pa' imang, pa' dusun, and include puang etc. the other one is based on the ascribed status, which is determined by the descendant's gender or age, suchas puang, indo', daeng, ambe, and so on.

2.3 Conceptual Framework

According to Ravitch & Rigan (2016), A conceptual framework is an integrating ecosystem that assists researchers in intentionally bringing all aspects of study together through a process that explicates their connections, disjunctions, overlaps, tensions, and the contexts that shape research setting and the study of phenomena in that setting.

In this research, the researcher focuses on the use of address terms in English language and Buginese Bulukumba dialect based on social hierarchies. Specifically, the researcher wants to identify the types of address terms and also to elucidate the social factors influence the use of address terms in English language and Buginese Bulukumba dialect based on social hierarchies

In short, the choice of certain type of address terms is influenced by social factors where the language is used. It is possible that different society have different pattern in using certain type of address terms.

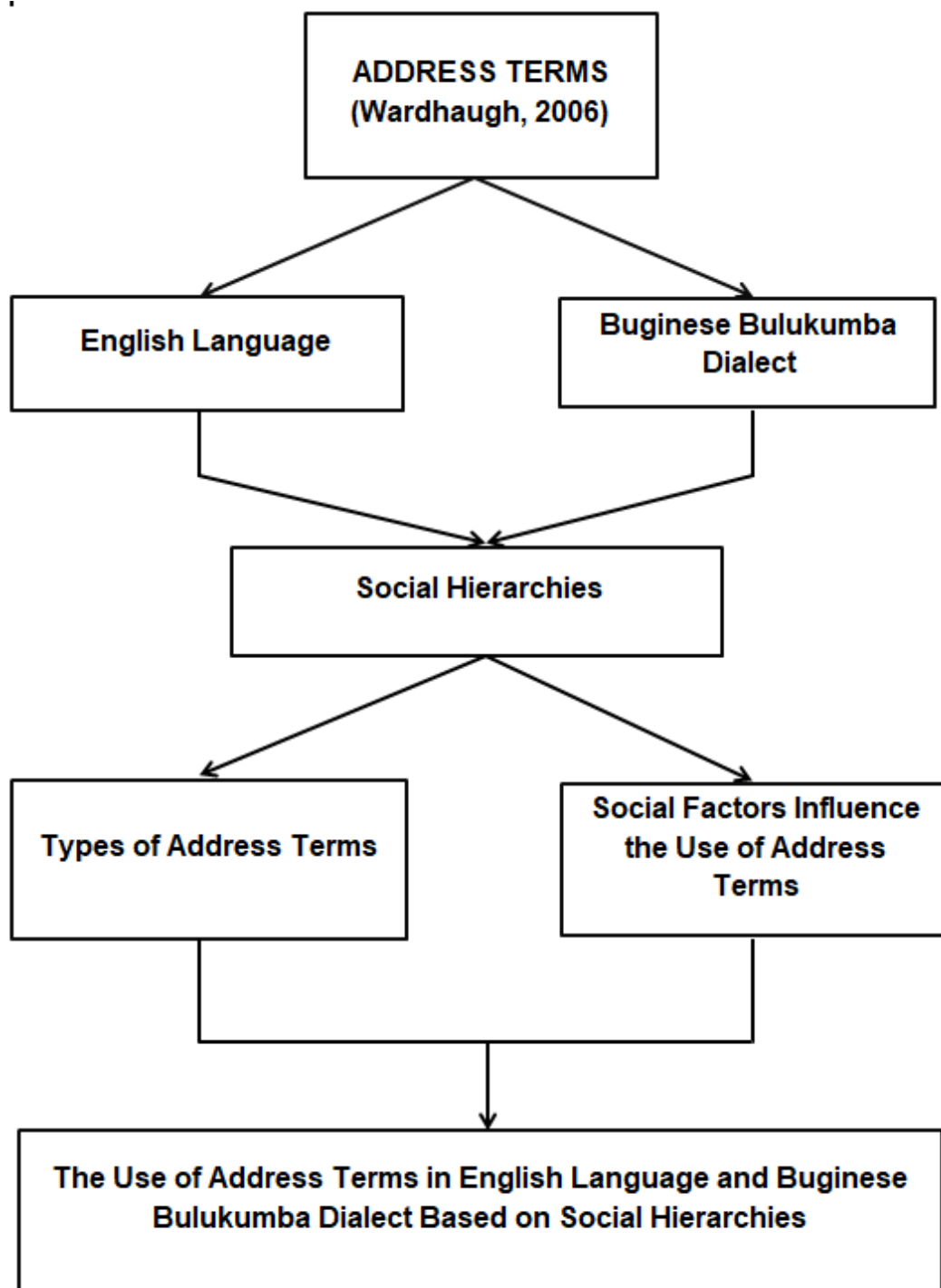


Figure 4. Conceptual Framework