
THE USE OF ADDRESS TERMS IN *FANTASTIC BEASTS AND WHERE TO FIND THEM* MOVIE

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis jenis istilah sapaan yang digunakan oleh semua karakter dalam film *Fantastic Beasts And Where To Find Them* dan mengungkap faktor-faktor yang mempengaruhi penggunaan istilah panggilan. Keduanya menggunakan teori yang dikemukakan oleh Wardhaugh (2006). Lebih lanjut, studi ini menggunakan desain kualitatif. Hasil penelitian dapat disimpulkan bahwa jenis istilah sapaan yang digunakan dalam film adalah nama depan, gelar ditambah nama belakang, gelar saja, nama belakang, nama hewan peliharaan, dan istilah kekerabatan. Penggunaan istilah sapaan nama depan biasa digunakan untuk menunjukkan keakraban antar penutur. Ada berbagai faktor yang mempengaruhi penggunaan istilah sapaan, yaitu adanya peristiwa tertentu, status sosial, jenis kelamin, usia, hubungan keluarga, hierarki pekerjaan, status transaksional (yaitu, pertemuan dalam suatu layanan, atau hubungan dokter-pasien), ras, dan tingkat keintiman. Status sosial atau pangkat ternyata merupakan faktor umum yang mempengaruhi penggunaan istilah panggilan. Pasalnya, para karakter tersebut kurang akrab satu sama lain meski sudah saling mengenal. Beberapa karakter juga menunjukkan perbedaan yang jelas antara superior dan inferior. Kemudian, keadaan dan latar belakang sosial karakter juga menentukan penggunaan istilah sapaan yang sesuai.

Kata kunci: istilah sapaan, *fantastic beasts and where to find them*, film

ABSTRACT

*The study aims at analyzing the types of address terms used by all the characters in *Fantastic Beasts And Where To Find Them* movie and revealing the factors that influence the use of address terms. Both employ the theory proposed by Wardhaugh (2006). Further, this study applies to qualitative design. The result of the study can be concluded as follows. The types of address terms used in the movie are first name, title plus last name, title alone, last name, pet name, and kinship terms. The use of address terms first name was commonly used to show intimacy between the speakers. There are various factors influencing the use of address terms. They 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. The social status or rank of others apparently the common factor influencing the use of address terms. It is because the characters are not familiar with each other even though they know each other. Some characters also show the clear differences between the superior and the*

inferior. Then, the circumstances and the social background of the characters determine the use of appropriate address terms.

Keywords: *address term, fantastic beasts and where to find them, movie,*

A. INTRODUCTION

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 language is an important factor to understand the culture and the 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 study 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 study focuses on terms of address used in a movie entitled *Fantastic Beasts And Where To Find Them*. This movie was 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 magizoologist 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. New York is under tight guard 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 study figures out the kinds of address terms used by the characters in a movie entitle *Fantastic Beasts And Where To Find Them*.

B. THEORETICAL FRAMEWORK

1. Address Terms

According to Wardhaugh (2006), address terms denote the choice of name which you use for the other depends both on your knowledge of exactly who that other is (e.g., his or her age and lineage) and on the circumstances of the meeting. Besides, according to Afful (2006), terms of address are an important part of verbal behavior through which the behavior, norms and practices of a society can be identified. It is supported by Keshavarz (2001) that the forms can reflect not only the complex social relations of individuals in a speech community but also the relationship between language and society.

In addition, the term of address always changes as indicated by the social setting and the state of correspondence which means that it is not static (Brown and Yule, 1989, as cited in Khani and Yousefi, 2010). It shows that the use of address forms also reflects sociocultural change over time because they are dynamic, varied, and always changing. It can be seen from the situation and context that is always changing. Such as a wife calls her husband with a different address terms when with children and together with her husband.

Furthermore, based on the explanation of Akindele (2008) term of address is a linguistic mechanism where the speaker's attitude and interpretation of the relationship with the interlocutor will be reflected. Inappropriate choice of address can obstruct good communication between speaker and interlocutor. Address terms play a significant role in the face-to-face communication since it is the first information transferred to others. Term of address has function as indicators of social relationship between speaker and interlocutor in terms of social status and distance.

Based on the explanations above, in summary, address terms are name, title, word, phrase (or some combination of these) used in addressing others in written or

spoken. Address terms may also change over time and depend on the circumstances of the meeting. The choice of using address term is a signal which shows the relationship between language and society. It also implies how a person imagines his/her relationship with the addressee within this society.

2. The Types of Address Terms

According to Wardhaugh (2006), address terms are divided into six types. Those are first name, title plus last name, title, last name, pet name, and kinship terms.

a) First Name

First name is one of the address terms that are often used by people. First name usually used by people using generic first names such as *Harry*, *Buddy*, *Rose*, or *Jacob*. Wardhaugh (2006) states that in communication, first name used to indicate equality, intimacy and familiarity. However, in the same time the use of first name also shows an effort to assert some power to other people.

When people use first names alone in addressing others, it may show intimacy or try to assert power to others (Wardhaugh, 2006). For example a mother usually calls her child by first name alone or pet name (*Honey*) which shows intimacy. But because her child is naughty which reduces intimacy consequently serves to signal a rebuke.

b) Title plus Last Name

According to Wardhaugh (2006), the practice of title plus last name demonstrates inequality and unfamiliarity. Title plus last name generally used to people who have higher status than other people. One of the factors that influence people to use title plus last name is age. Younger people usually prefer address using title only or title plus last name to older people such as *Mr*, *Mrs*, or *Miss*, and *Mrs. Jane* or *Mr. Smith*.

One sign of intimacy is knowing and using someone's name or at least this shows a desire to build intimacy. For example addressing *Doctor Smith* is more intimate than just *Doctor* alone. The use of title plus last name shows more intimacy than just title alone (Wardhaugh, 2006).

c) Title

Wardhaugh (2006) declares title alone is a form of address terms that shows the least of intimacy. The use of title is usually caused by differences in rank or occupation such as *Professor*, *Lord*, *Doctor* or *Waiter*. The speaker that uses the title has no personal content with the interlocutor. It shows that using title alone is a sign that the speaker and the interlocutor have no close relationship or intimacy. Other examples generalized variants of the title category such as *Sir* or *Madam*. Toni and Aliakbari (2008) also mentioned title refers to the initials of individuals given to indicate their social rank, or gender in different situations.

d) Last Name

Wardhaugh (2006) mentioned that last name is one form of address terms. According to Afful (2006), last names or surnames, in many kinds of form, are a constant form of address among men who interact on University of Cape Coast (UCC), which signify the influence of gender. For instance, male and female friends address *Emmanuel Abakah* with different terms such as *Abakah*, *Abek* and *Abeko*; while the first remains the same, the last two of three *Abakah* names undergo a morphological process. Besides, at University of Cape Coast (UCC) female students are rarely called by their last names. In addition, the use of last name also

points out asymmetrical relationship between speaker and interlocutor based on age and familiarity.

e) Pet Name

According to Wardhaugh (2006), pet name more indicates higher level of intimacy rather than using first name in addressing other people. He adds that pet name can also be called as nickname. Pet names can be used to family, friends or beloved. Examples that can be used for pet names are *Honey*, *Baby*, and *Sweetheart*. In addition, the use of pet names indicates affection and friendliness among the others. Furthermore, Shalihah (2018) states that pet name also called as endearment terms.

f) Kinship Terms

Based on Wardhaugh (2006) the kinship terms are oriented toward generations and ages for both the paternal and maternal sides. For instance the use of kinship terms such as *Father*, *Mother*, *Aunt*, etc. Vietnamese use the term of kinship extensively as a form of address (Luong, 1990, in Wardhaugh, 2006). For example *Cháu* as Grandchild, *Bà* as Grandmother, and *Bác* as Senior uncle/aunt. Oyali (2009) adds kinship terms denote the nature of relationship or blood relation that exists between the addresser and the addressee. Someone who use kinship terms reflected family relationship between the speakers.

3. Factors of Using Address Terms

Address terms do not only address the interlocutor but the use of address term also influenced by many factors. They 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. People may use more than one type of address term in different circumstances and in each type of address terms is surely influenced by those factors.

a) Particular Occasion

One of social factors governs people in using kinds of address term is particular occasion. According to Wardhaugh (2006), this social factors usually occur in rigidly organized such as the military. The soldiers have to maintain their respect toward their commander. However, in the same time they have to live with the commander together in dangerous situation such as in a war. Thus, the soldiers will addressed the commander with different terms in different situations to maintain solidarity among them.

b) Social Status

Social status is one of the factors that has a big influence in the use of address terms. The subordinate will address the superior by using title plus last name (Chaika, 1982, as cited in Widiatmaja, 2014). Inequality in power between higher and lower social status is apparent in the practice of TLN and FN in addressing. Brown and Yule (1989) states that in different social contexts different terms of address will be used. (as cited in Abuamsha, 2010, pp. 4). Other than that, Chaika (1982) adds that title plus last name is pointed to the superior and to relative strangers (as cited in Widiatmaja, 2014, p.26).

c) Gender

Other social factors affect the use of the address terms is gender. Wardhaugh (2006) argues that Hasnapur is a feudal societies which wives used pronoun only to call or address their husbands. In contrary, in Javanese culture, Wardhaugh (2006)

states that “a wife may address her husband as *mas* means elder brother and get her first name, a nickname, or *dhik* means younger sibling from him” (p. 270).

d) Age

According to Wardhaugh (2006) determinant factor in the use of title plus last name is age. Younger people usually prefer address using title only or title plus last name to older people such as *Mr*, *Mrs*, or *Miss*, and *Mrs. Jane* or *Mr. John*. Chaika (1982) gives an example, a superior who wants to defend his/her power and position, he/she will address his/her subordinate by using title plus last name. Sometimes the superior will address his/her subordinate by using first name. The factor influencing the above case is the difference in social distance and not using polite methods in the type of relationship involved. Another factor that is ignored in address rules is age.

e) Family Relationship

According to Wardhaugh (2006), issues of naming and addressing may arise in age and family relationships change. It is caused by confusion in addressing father-in-law (or mother-in-law) for many people. For example calling father-in-law *Mr. Smith* sometimes feels too formal, *Smith* only is too close, and *Father* looks unnatural. The existence of grandchildren are sometimes seen as a way out, it's easier to address father-in-law as Grandad than *Mr. Smith*, *Smith*, or *Father*. Hasanah (2018) appends the addresser and the addressee which have family relationship will use kinship terms in addressing.

f) Occupational Hierarchy

Choosing the appropriate terms of address to use in a hierarchical organization may not always be easy. Sometimes the superior is younger than the subordinate. In stratified structure, Wardhaugh (2006) states that the inferior try to minimize the differences with the superior in status while the superior try to maximize the differences with the inferior. Wardhaugh (2006) also mentioned that “relative rank in the organizational structure was the key factor in determining how two employees would address each other, with status in the organization overriding any age difference” (p. 272).

g) Transactional Status

Transactional status is one of the social factors influence the use of address terms. Transactional status is a kind of service encounter. Wardhaugh (2006) states that transactional status is a relationship between two parts such as a doctor with a patient or priest and a sinner. This kind of relationship shows the power of inequality that exists in certain institutions such as in hospitals or churches.

h) Race

Race is another factor which determine people using certain type of address term in certain society. According to Wardhaugh (2006), in southern part of United States, whites usually used naming and addressing practices to put blacks in their place. Consequently the odious use of *Boy* to address black males. Whites people addressed blacks people by their first names in situation where it is actually requires titles or title plus last name. From the example above, it can be concluded that racial distinction occurred in the practice of address rules in America.

i) Degree of Intimacy

One of affect people's choice of address terms is the intimacy between the speakers. Wardhaugh (2006) states that in communication, first name is used to show intimacy between the speakers. However, in the same time first name also

used to show power to the addressee. People may use different types of address terms in different situations in communication. Wardhaugh (2006) also mentioned that in unofficial situation, people may use first name and pet name which can increase intimacy.

C. STUDY METHOD

The type of this study is qualitative study design in which the data is collected in the form of words or pictures rather than numbers. Therefore, this type of study is suitable to be applied in an analysis of address terms used by all of the characters in *Fantastic Beast And Where To Find Them* movie.

The source of the data used in this study is a movie entitled *Fantastic Beasts And Where To Find Them*. The data in this study were taken from words produced by all of the characters which contain address terms in the movie within 132 minutes length.

Content analysis is used to determine the presence of certain words or concepts within texts or sets of texts. The steps in collecting data in this study are watching the movie, at the same time also crosschecked the transcript of the movie, taking notes and giving mark to the transcript which contain address term in the movie and then classifying the data which appropriate to the variant of address term into a table. In analysing the data, it uses interactive model that consists of data reduction, data display, and conclusion drawing or verification.

D. FINDINGS AND DISCUSSION

1. Findings

a) Types of Address Terms in the Movie

In the movie, there are six types of address terms, namely first name (FN), title plus last name (TLN), title alone (T), last name (LN), pet name (PN), and kinship terms (KT). The findings of the types of address terms used in *Fantastic Beasts And Where To Find Them* movie are presented in table 1.

Table 1. Types of Address Terms

No	Types of address terms	Frequency
1	First name (FN)	58
2	Title plus last name (TLN)	49
3	Title (T)	21
4	Last name (LN)	9
5	Pet name (PN)	9
6	Kinship terms (KT)	8

From the table 1 above, there are 133 data found in *Fantastic Beasts And Where To Find Them* movie. There are first name (FN) happened in 58 times, title plus last name (TLN) appeared in 49 times, title alone (T) has 21 occurrences, last

name (LN) occurred in 9 times, pet name (PN) has 9 data, and kinship terms (KT) emerged in 8 times. In addition, some data was found which cannot be classified into Wardhaugh's theory (2006). Therefore, out of a total of 188 data, 154 data are included in Wardhaugh's theory (2006) and 34 data are included in No Category (NC).

b) Factors in Using Address Terms

Based on Wardhaugh (2006), there are nine kinds of social factors in using address terms, namely particular occasion (PO), social status or rank of the other (SS), gender (G), age (A), family relationship (FR), occupational hierarchy (OH), transactional status (TS), race (R), and degree of intimacy (DI). The findings of social factors in using address terms used in *Fantastic Beasts And Where To Find Them* movie are presented in Table 2

Table 2. Factors in Using Address Terms

No	Factors in using address terms	Frequency
1	Particular occasion (PO)	22
2	Social status (SS)	44
3	Gender (G)	1
4	Age (A)	22
5	Family relationship (FR)	19
6	Occupational hierarchy (OH)	39
7	Transactional Status (TS)	10
8	Race (R)	0
9	Degree of intimacy (DI)	31

The factors in using address terms proposed by Wardhaugh (2006) are particular occasion (PO) has 22 data, social status or rank of the other (SS) has 44 data, gender (G) has 1 data, age (A) has 22 data, family relationship (FR) has 19 data, occupational hierarchy (OH) has 39 data, transactional status (TS) has 10 data, race (R) has no data, and degree of intimacy (DI) has 31 data.

2. Discussion

First name is a common terms of address usually used by people. The use of first name shows equality, intimacy and familiarity between the speakers. For example is in (1).

a) **194/AT/FN/SF/DI (01:30:50)**

Queenie Goldstein : Hey, **Newt**. Who is she?

Newt Scamander : Oh, that's no one.

In the conversation (1), it is the use of address term first name. It is because “Newt” is the first name of Newt Scamander. He is the main character in this movie and Queenie Goldstein is also one of the main characters who is Newt Scamander’s friend. This conversation occurred after hunting for several fantastic beasts that escaped, exactly in the suitcase. The suitcase depicts such as a big room or a big yard. Newt Scamander and his friends have their own busy in the suitcase. Queenie Goldstein who looked around the room, unconsciously found a photo of a woman. She asked Newt Scamander about the photo but he lied to her answer. Queenie Goldstein is a legilimens in which she can read someone's mind. That means she can read Newt Scamander’s mind that is hiding something. Then, Queenie Goldstein denied the Newt Scamander answer. This scene illustrates the informal situation. Newt Scamander and his friend have a close relationship. There is familiarity among them. In this case, Queenie Goldstein addressed Newt Scamander by his first name since both of them are an intimate friend. Moreover, Queenie Goldstein dared to ask Newt Scamander something privacy even though he didn't want to discuss it. Another use of address term is title plus last name that usually indicates inequality and unfamiliarity.

b) **044/AT/TLN/SF/OH (00:18:16)**

Porpentina Goldstein : **Mr. Graves, sir**, this is Mr. Scamander. He has a crazy creature in that case, and it got out and caused mayhem in a bank. The excerpt (2), “Mr. Graves, sir” is categorized as title plus last name. It is because the use of word “Mr” used by Porpentina Goldstein to address Percival Graves directly. This conversation happens between two people in a company, Percival Graves and Porpentina Goldstein. Percival Graves is person who has an important role in Magical Congress of the United States of America. He also has a higher position and is older than Porpentina Goldstein. This conversation takes place in a very formal situation. Therefore, Porpentina Goldstein added the word “sir” after the title plus last name, which reflected a very formal situation. Furthermore, Porpentina Goldstein tried to be so respectful to Percival Graves because she had just been discharged from Magical Congress of the United States of America because of a mistake. Porpentina Goldstein addresses Percival Graves by title plus last name in terms of formality and also there is inequality power between both of them.

Title is the most formal address terms that show the least intimacy (Wardhaugh, 2006). The use of title indicates unfamiliarity or inequality. It usually caused by ranks or occupation.

c) **029/AT/T/SF/OH (00:16:02)**

Percival Graves : No human could do what this thing is capable of

Madam President.

Seraphina Picquery : Whatever it is, one thing is clear. It must be stopped.

The example number (3) above shows is the conversation between Seraphina Picquery and Percival Graves. This scene takes place in constrict and formal situation in Major Investigation Department, in Magical Congress of the United States of America. From the place, it was related to occupation. The term used by Percival Graves to address Seraphina Picquery is categorized as title. It is because Seraphina Picquery is more superior than Percival Graves. She is the chief of Magical Congress of the United States of America usually addressed by Madam

President, while Percival Graves is an auror or just like investigator in magical world. There is inequality power between Seraphina Picquery and Percival Graves. In the conversation, both of them have no personal business which means the least intimacy. Percival Graves used title to address Seraphina Picquery because her rank is higher than Percival Graves. Furthermore, Percival Graves addressed her using title in terms of formality to respect her.

The use of last name also points out asymmetrical relationship between speaker and interlocutor based on age and familiarity.

d) **035/AT/LN/SF/OH** (00:16:38)

Seraphina Picquery :**Goldstein**.

Porpentina Goldstein : There's been a minor...

Seraphina Picquery : This office is currently concerned with very major incidents. Get out.

Porpentina Goldstein : Yes, ma'am

The conversation (4) used the address term of last name. Goldstein is the last name of Porpentina Goldstein. In this scene, Seraphina Picquery addressed Porpentina Goldstein directly using last name. Porpentina Goldstein is an ex-auror. She is discharged from her job because of a mistake. In the world of magic, the wizard is not permitted to use magic in front of non-magicians and she has done do that. Therefore, Porpentina Goldstein was fired from her job. Seraphina Picquery addressed Porpentina Goldstein by using last name because she forced to explain something while Seraphina Picquery already did not believe in her. There is a differential power, where people in low positions will be addressed using last names by people in high positions. The use of last name by Seraphina Picquery shows asymmetrical relationship between her and Porpentina Goldstein because of rank of each other.

The use of pet name indicates higher level of intimacy rather than using first name and usually intended for the loved ones such as family, friends, or lovers.

e) **083/AT/PN/SF/FR** (00:29:15)

Queenie Goldstein :**Teenie**, you brought men home.

Number (5) above is the example of the use of address term of pet name. Teenie is a pet name from Queenie Goldstein to Porpentina Goldstein. Queenie Goldstein is a younger sister of Porpentina Goldstein. This conversation took place at Porpentina and Queenie Goldstein's boarding house which meant the situation was informal and relaxed. At that time, Porpentina Goldstein brought two men to her boarding house, Newt Scamander and Jacob Kowalski. Queenie Goldstein was surprised because they were not allowed to invite men to their boarding house. Then Queenie Goldstein addressed Porpentina Goldstein using the spoiled term, Teenie. Queenie Goldstein used pet name to indicate affection to Porpentina Goldstein. They are siblings, so Queenie Goldstein tried to show her relationship with Porpentina Goldstein is in higher level of intimacy.

Another term used is kinship terms that oriented to generations and ages for either paternal or maternal sides. The use of kinship terms such as father, papa, mother, mommy, grandma, or granpa are used to address people who have family relationship. Oyali (2009) adds kinship terms denote the nature of relationship or blood relation that exists between the addresser and the addressee.

f) **175/AT/KT/SF/A (01:15:16)**

Percival Graves : My **boy**, the sooner we find this child, the sooner you can put that pain in the past where it belongs.

The excerpt (6) is the example of the use of kinship terms. The word “boy” means a male kid. In other words, it can also represent as son. However, boy does not always have a relationship from the paternal and maternal sides while son must have blood relations with their father and mother. In this scene, Percival Graves addressed Credence Barebone by boy which is categorized as kinship terms. It is because Credence Barebone is much younger than Percival Graves. That means it is influenced by age. In addition, Percival Graves betrayed using good words so that Credence Barebone helped carry out his mission. From that explanation, it can be seen that the practice of kinship terms does not always indicate family or blood relations. It is also the relationship between the older people and younger people. Instead of using the six categories of address terms proposed by Wardhaugh (2006), there is another term used that is not included in the categories.

g) **006/AT/NC/SF/G (00:02:45)**

Jacob Kowalski : Excuse me, **doll**. Just trying to get to the bank.

The excerpt (7) above is classified as no category, because the word ‘doll’ does not belong to any categories in Wardhaugh’s theory. Doll here means a woman which is related to gender. This scene happens in the early movie which the characters do not know each other. Jacob Kowalski is a native American who just returned from Europe because he quit his job. Jacob Kowalski will go to the bank to borrow money to open a new business in America. This scene takes place in the court of a bank where crowded and many people passing by. Jacob Kowalski passed the crowd and he said excuse me to a woman, Porpentina Goldstein. Porpentina Goldstein was a member of the crowd to listen to the speech. Jacob Kowalski called Porpentina Goldstein using dolls because he did not know Porpentina Goldstein. The use the word “doll” because Porpentina Goldstein is a woman and there is no element of intimacy whatsoever in this scene. It shows there is no relationship between Jacob Kowalski and Porpentina Goldstein.

From the use of various address terms in the movie, it can be deduced that the use of such address terms could be influenced by some factors as proposed by Wardhaugh (2006). Particular occasion influenced the use of the address terms when the addresser and the addressee are communicating. For example, in a relaxed and very informal occasion, one of the characters used a certain address term. When Porpentina Goldstein addressed the men that she is familiar with and in a relaxed occasion, it is different from when she addresses them in very formal situation.

Status social is one of the social factors affect the use of address terms mentioned by Wardhaugh (2006). Inequality in power between higher and lower social status is apparent in the practice of title plus last name and first name in addressing. It is exposed when Mary Lou addressed the chief of company by using title plus last name. It is because there is inequality of power between the addresser and the addressee in which Mary Lou is in lower status and Mr. Shaw in higher status. Mary Lou begged Mr. Shaw to make herself to be a guest speaker and was published in the news at the company of Mr. Shaw. From the brief explanation, it is quite clear shows that there is distinction in status social. In this case, the inferior will address the superior by using title plus last name.

Instead of inequality of power, the degree of intimacy also influences the use of address term. If the addressee and addresser have not known each other before, they tend to use different address terms when they know each other. It is in line with Chaika's (1982) statement that address terms for strangers also influenced by social status (as cited in Widiatmaja, 2014).

Another factor influencing the use of address term is gender. In the movie when the addresser does not know the name of the addressee, he/she will use the name identifiable with the gender. For example, the use of address term 'doll' to address another person who is female. In addition, concerning with the age, as Wardhaugh (2006) stated that younger people usually prefer address using title only or title plus last name to older people, in the movie it also happened. One of the characters in the movie, the older person prefers to use more casual address terms for younger people. Meanwhile, when the addresser has a close relationship with the addressee such as having a family relationship, they could use pet name or nickname for addressing others.

In term of occupational hierarchy, the movie also revealed that occupational rank influenced the use of address term. Those who have higher position in the job also have the distinctive address term related with their power relations to other employees, both who have higher or lower position in the job. Moreover, in term of power relations, the transactional status between the participants in the conversation also influences the use of address terms.

E. CONCLUSION

The address terms used in the movie are various based on the factors that influence the addresser to the addressee. The characters mostly use first name, title plus last name, title alone, last name, pet name, and kinship terms respectively. This movie has two circumstances, formal and informal. Both of formal and informal often happened in the movie. But the characters often address the others using address terms for informal situation. The characters only address for formal situation as needed. Therefore, first name (FN) is the most widely used. Factors influencing the use of address terms are social status or rank, gender, age, family relationship, occupational hierarchy, transactional status, and degree of intimacy.

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