

addressing someone by using their title alone. It means that he/she has not had any bond yet and this affects the way how they communicate each other. Leech (1999) considers that, “terms of address are an important formulaic verbal behavior well recognized in the sociolinguistic literature as they signal transactional, interpersonal and deictic ramifications in human relationships.” Thus makes the linguists study about it. According to Holmes (1992: 16), “The sociolinguist’s aim is to move towards a theory which provides a motivated account of the way language is used in a community and of the choices people make when they use language.”

The study of terms of address also has already been done by some researchers in different field e.g. Kretzenbacher (2007): *A cross-linguistic comparison of address pronoun use in four European languages: Intralingual and interlingual dimensions*. It is about “...to compare contemporary patterns of address pronoun use in four major European languages – French, German, Italian and Swedish. Also to specifically interested in two major aspects: intralingual behaviour, that is, within the same language community, and interlingual dimensions of address pronoun use.” It is noted in his abstract. Other study by him (2011) is *Perceptions of National and Regional Standards of Addressing in Germany and Austria*. It is about “...investigating the use of German forms of address in different national and regional varieties of German, as perceived by speakers of those varieties. For particular domains such as the workplace, informants report significant regional and national differences in use not only of pronominal address but also of nominal address

and linguistic structures linked to addressing such as greetings. The data also confirm differences in information about and sensitivity for different national varieties between speakers of the dominant and of non-dominant varieties characteristic for asymmetrical pluricentricity.” As well it is from the abstract of his thesis.

Somaye Khani (2010) in *The study of address terms and their translation from Persian to English* clarifys “...the complexity of the address systems of Persian and English languages in order to offer the used translation strategies according to Newmark's procedures for the translation of cultural words. It should be noted that culture is the most important factor involved in the use of address terms and the choice of appropriate equivalent in translation between Persian and English with two different cultures. Considering the characteristics of the interlocutors and the source and target cultures, the accepted procedures for translating different versions of address terms is suggested and illuminated by various examples.” This explanation is from Somaye's abstract, in his research.

Nick Wilson (2010) in *Bros, Boys and Guys: address term function and communities of practice in a New Zealand rugby team* explains about “...a preliminary study of address terms based on a small corpus of talk by members of a New Zealand rugby team collected using ethnographic fieldwork. The paper first looks at how address terms are used by different Communities of Practice within the rugby team then goes on to analyze the range of discourse functions of the speech acts that contain the address terms

comparison of the frequency of Māori and Pākehā address terms indicates that in the match day discourse of the rugby club it is Pākehā norms of address that dominate. There are also more research that studies lot about address system and its term that occurs in around us moreover in different language, culture, ethnic, and nationality.” This note is also from the abstract of Nick’s thesis.

Those researches mostly are study about address terms that exist in community and the researchers take the data from the community directly. As it is taken directly then their research data are in the form of an academic field report. On that point, the writer wants to make a different way in analyzing the address terms which choosing the compatible object as his data. Then, the writer makes a decision in studying about address terms especially that exist in Indonesia from one of Indonesian movies. The reason why the writer chooses it because he is remembered by an event, in Internet, that he ever finds a woman text box in one of web site (The writer forget the web address and date when he opens it first time). The text box consists of her experience that she wants to share it after visiting Indonesia to other people long time ago. In her message she tells that, one day she ever meets a girl. The girl addresses her by using term “Ibu”. She tells it in a social media, that it is making her feels confused. The reason is she knows that term “ibu” is used to call a woman who is already married and has child. However in her case, she considers that she is still single and does not have any child too. This misunderstanding, which is uttered by her, makes the writer is exciting in doing a study about Indonesia address terms. Moreover, he considers it as his motivation to do this

research and hopes if one day there is someone who gets confused with Indonesia address terms, this thesis may help them.

There is also another reason why he is choosing an Indonesian movie because it is one of the literary works; even it is a moving picture and not a writing works. According to Oppold (2013) about movie, "...no matter the emotions they stir or the experiences they connect with – we talk of their stories as being something "other" that is different from books or plays. Let's face it, a play is just a hop and a skip to movie; they both consist of dialogue, setting, and directions. Somehow a script is considered more important – weightier – than a screenplay." She also added that "...we read not for the sake of the book as a physical object but for the stories within that move us. Embrace the story no matter how it was conveyed to you." It means since it has a story then it still has a theme and characters in it. An interaction between a character and other characters in a movie are possibly existed. Those interactions in a movie, some of it, have fitted to the situation of setting and characterization in the real live in certain places, it is like in Indonesia where every islands in there are having its own culture, history, language, and so on. Moreover, these are also affected towards the languages that are used by characters in a movie.

The writer has found an example of movie which is ever adapting the language according to where the setting place is taken. It is happen in an Indonesian movie that is already chosen by the writer, where the language of the original film script and the languages are used by the characters in the

movie are different. Here is the Indonesian movie that gets the writer interest for his object in doing a study of address terms. This movie is one of works that was published in 2011 by Hanung Bramantyo, the title is "*Tanda Tanya*". In this movie culture, religion, and race are mixed in one place. Islam, Buddhist, and Catholic are joined there. Javanese and Indo-Chinese live together in that place. Then, the different communities here give influence to its characters role. The characters play a naturally as in real life. Starting from their ranging of the appearance by the visible and invisible characterization e.g., acting as a Chinese people or Javanese people, also as a religious leader based on the religion of the characters' role. Therefore, how the characters make an interaction with others depends on how they will speak or address person with terms of address that refer to their own style in speaking.

Then, there are some kinds of address terms in that movie gets the writer's attention. Besides, he is interested to understand why the characters in this movie use address terms in many places which have been as their form of addressing behavior when they are in an interaction with other people. Therefore, the writer tries to study the address terms that work in this Indonesian's movie. Hence, the writer entitles this research **A Study of Address System of Characters' Conversation in "Hanung Bramantyo's Movie: *Tanda Tanya* (2011)"**.

1.2 Research Question

- 1) What are kinds of address terms used by the characters in *Tanda Tanya* movie?

- 2) What factors do influence the use of address terms in *Tanda Tanya* movie?

1.3 Objective of the Research

- 1) To classify the address term are used by the character in *Tanda Tanya* movie.
- 2) To describe the factors of address terms are used in *Tanda Tanya* movie.

1.4 Significance of the Study

The significance of the study is firstly to make the readers get information and some understanding about terms of address that exist in Indonesia. Secondly, through this analysis the writer hopes that this study can help the reader to show how to use the address terms towards different backgrounds of people and avoid in misusing it. Then finally, this analysis can help the reader or those who want to conduct a research in a same practice and can more enrich the study of address terms, especially for Indonesia address terms someday.

1.5 Scope and Limitation

In this paper, the researcher will focus in conversations are used by characters in *Tanda Tanya* movie by Hanung Bramantyo (2011). This study concerns about how some of address terms are used by the characters and also what make them apply some different terms to certain person only. This study scopes the factors in range that is shown in the movie when a character is doing some interaction with other people.

There is a limitation that the writer cannot do as researcher for this study. It is the limitation in collecting information directly from the subjects which are characters of this movie itself. By asking some question to the characters directly, it may help the writer to enlighten the use of address term in the dialogue which is done by the characters in this movie. In doing that means the writer must find one by one each character and director of the movie. However, it is impossible for him to do that because of the minimum time and financial in making this thesis. Thus, this condition makes the writer cannot do a field report towards this thesis. Although, he still can do the study since he still be able to analyze the movie by making the transcript of characters' conversations. He is going to do the transcript by himself. The reason why he is planned to do it because since the original manuscripts that are published for free in the internet uses different language. The original manuscript uses Batavian and Indonesia language of Jakarta. Meanwhile in the movie itself, the characters are speaking by using Javanese and Indonesia language.

1.6 Definition of Key Terms

1. **Address system** is a way of making the terms of address to be applied in peoples' conversations.
2. **Terms of address** are consisting of many kinds of terms that are used in referring or mentioning someone.
3. **Addressor** is someone who addresses/ refers others by using one of the address terms.

4. **Addressee** is someone who is addressed/ referred by the addressor with one of the address terms.
5. **Hanung Bamantyo** (Setiawan Hanung Bramantyo) is born in Yogyakarta, October 1st, 1975. He is known as a young director with a number of outstanding works.
 - **Education:** Have ever studied at the Faculty of Economics, University of Islam Indonesia but not completed. Afterwards he moves to Film Department of the Faculty of Film and Television Arts Institute Jakarta.
 - **Career:** Movie director.
 - **Awards:** Best Director Festival Film Indonesia through the film *Get Married* (2007) and through the film *Brownies* (2005).
 - **Works:** Some of films which is directed by Him: “?” or *TANDA TANYA* (2011), *LENTERA MERAH* (2006), *JOMBLO* (2006), *SAYEKTI DAN HANAFI* (TV) (2005), *CATATAN AKHIR SEKOLAH* (2005), *BROWNIES* (2004), *WHEN ...* (2003), *GELAS-GELAS BERDENTING* (2001) and *TOPENG KEKASIH* (2000). He gets famous through the film *AYAT-AYAT CINTA* (2008), a religious film adaptation of the successful novel by Habiburrahman El Shirazy with the same title.
6. **Tanda Tanya movie** is telling about pluralism in Indonesia. The theme of the story is about when conflict of religions, discrimination through Indo-Chinese people, and issues of bomb terror in Indonesia.