

Address Terms In English And Konjonese: A Sociolinguistic Study

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Abstract

This research aimed to 1) identify the the address terms existing in English and Konjonese, and 2) to analyze the aspects affecting the use of the address terms in English and Konjonese. this research used a descriptive and qualitative approach. Qualitative as research procedure produces descriptive data involving oral and written data from people and behavior that can be observed. The data is taken by Recording the conversation which is done by people from Konjo community. The recording is taken by using smart phone's recorder in various circumstances such as in family gathering, office and neighborhood situations. 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.

Keywords: *Address terms, English, Konjonese, Sociolinguistic*

Introduction

When one individual speaks to another one, there are several things that should be considered by the speaker involving language choice as well as the addressee in order to run and to fluent the communication process. One term that is frequently found known as Address terms. Address terms are defined as words which speakers use to designate the person they are talking to. Address terms are part of complete semantic systems having to do with social relationships (Fasold, 1990:1-3). Hence, through the use of address terms, people can identify the level of the intimacy and the distance between speakers and hearers. The example of the Phenomena can be seen through the American English known as a first name calling society where the speakers living there address each other through first name to show their closeness.

In Indonesia, beside Indonesian as the national language, there also various vernacular language used by the people. For example, language used by people live in South Sulawesi exactly in Bulukumba Regency. Majority of people living in several sub-districts there use vernacular language known as Konjonese in daily activity. Related to the use of the address terms in Konjonese. The Researcher found a phenomenon which was found in kinship term. The speakers in Addressing someone need to pay attantion through the status as well as the intimacy. Such as when someone's older, he should be addressed by particular titles in order to show honor and respect. In addition, the status can be derived from class stratification and hence when speakers from one of the classes

address another person from the other class, the use of address terms will be completely different when they address people in the same class.

From the description above, it is substantial and informative to do an observation in order to give a better comprehension about the way of people speaking English and Konjo dialect in addressing each other. By conducting research, The researcher elucidated the kinds of address terms used by the Konjo people in order to identify the differences and similarities with the use in English through a research entitled "Address terms in English and Konjonese: a Sociolinguistics Study".

Language and Culture

Hudson in Wardaugh (2006) stated that language is a set of items or conventionally known as linguistics items involving sounds, words, grammatical structure and so on. From those items are where the status of people as well as their arrangement of a language they concern with. In other hand, sociologists attempt to understand how societies are structured and how the people manage to live together. Therefore, they apply such concepts as identity, power, class, status, solidarity, accomodation, face, gender and politeness (wardaugh , 2006: 10)

In Addition, according to Chomsky (2006:6) language is a cultural product subject to laws and principles partially unique to it and partially reflections of general properties of mind. Therefore, culture is the one that organizes people in living as community.

Culture refers to all the ideas and assumptions about the nature of things and people that someone learns when he/she becomes the members of social groups. It can be defined as "socially acquired knowledge." This is the kind of knowledge similar to the first language, it is initially acquired without conscious awareness. someone develops the awareness of knowledge after having developed language. The particular language which is learned through the process of cultural transmission provides someone, at least initially, with a ready-made system of categorizing the world around us and our experience of it (yule, 2010: 267).

A society's culture consists of whatever that has to be known or believed in order to operate in a manner acceptable to its member and in any role that they accept for any one of themselves. Culture, being what people have to learn as distinct from their biological heritage, must consist of the end of product learning: knowledge, in a most general, if relative, sense of the term. By this definition, it should be noted that culture is not a material phenomenon; it does not consist of things, people, behaviour, or emotion. It is rather an organization of these things. (hymes, 1964: 36)

Sociolinguistic

Sociolinguistics tends to put emphasis on language in social context. Sociolinguistics argues that language exists in context and depends on the speaker who is using it, where it is being used and why. Speakers mark their personal history and identity in their speech as well as sociocultural, economic and geographical coordinates in time and place (Tagliamonte, 2006: 3).

Beside that, Wardaugh (2006:11) stated that sociolinguistics as the relationship between language and society with the aim to have a better understanding of the language structure and how the language function in communication. the society as any group of people who are assemble together for particular purpose or purposes and language as well of what the member of particular group of people or society use to

speak. In sociolinguistics, people study language and society in order to figure out what the language is.

In addition, Wardaugh (2006: 10) claimed that there is a possible relationships between language and society. it is that social structure may influence or determine linguistic structure and behaviour. The phenomenon is known as age-grading where young children speak differently from older children and in turn children speak differently from mature adults. As brown and levinson argued that in the case of linguistics, the shift in emphasis from speaker identity to a focus on dyadic patterns of verbal interaction as the expression of social relationship and from the emphasis on the usage of linguistic form to an emphasis on the relation between form and complex inference (Brown and Levinson, 1987:2)

Address terms

Address terms are the words that people use to designate the person they communicate with. In most language, there are two main kinds of Address terms where it can be names and second-person pronouns. However in the principle of Address terms, people basically address in two ways whether it is by their first name (FN) or by their title with last name (TLN) (Fasold, 1990:2).

Address terms are part of complete semantic system having to do with social relationships. In different social context, an individual will speak in different ways where it can be influenced by terms of age, gender, social class as well as ethnic group. Therefore, it will be different through the use of the address terms existing in that particular social context.

Brown and Gilman in Fasold (1990:3-7) stated that the use of pronoun is governed by two semantics known as power and solidarity. The power pronoun semantic, like the power relationship, is nonreciprocal. A person has power over another person to the degree that he or she can control the other person's behaviour. It means that two people cannot have power over each other in the same area. Older people are assumed to have power over younger people, parents over children, employers over employees, nobles over peasants and military officers over enlisted men. The second is the solidarity semantic where two people can be equally powerful in the social order. Solidarity implies a sharing between people which is a degree of closeness and intimacy where the relationship is reciprocal. If you are close to someone else, in most natural state of affairs, that person is close to you.

Function of Address Terms

The use of address form has its own function which depends on the culture and context in every conversation. In some countries, especially in Europe or America, there is a difference on the use of Address terms, but it is not as complicated as in Indonesia which has many regional languages. Brown and Ford in Fasold (1990:8) stated that when the speakers do not have an intimate term with the addressee then some forms of Title and Last Name (TLN) will be used. On the other hand, people use First Name (FN) to address people whom the speaker has close relationship.

In addition to the function and difference of Address terms in many countries with different culture, there are also examples of address form in many places. According to Cf. Geiger in Fasold (1990), there is a case when people will address one person with different Address terms. For example, a man can be expected to address his wife by her first name, but may refer to her as, 'Mom', 'my wife', 'Mary', Mrs. Harris', or Tommy's mother. It depends on whom he is talking to. In other hand, if the speaker

simply does not know the other person's name, he uses some address usually used in American English address such as 'Mr.', 'Mrs.', or 'Miss' plus an empty last name.

Politeness

Address terms relate to politeness in communication. Each kind of address terms has different level in communication process and being polite are a complicated business in any language. Politeness includes both verbal and nonverbal behavior. The way that people talk and behave with each other shows their evaluation of themselves and also of the other interlocutors in the interaction. In a verbal interaction it can be said that people should choose proper linguistic forms according to the context of the situation and the status of other participants, in order to keep politeness in the language. In other words the language is considered as one of the means of expressing politeness.

The politeness strategies are the set of tools that include the problem in social distance, power and rank of imposition, social distance is the relationship between speaker and hearer in communication. If two people are very close, they have low degree of social distance and they usually do not use polite words to speak with each other and vice versa. Power refers to the power relationship in communication like position in society, age and social status. There are three kinds of power relationship. The first is equal power between friends and colleague. The second is someone who has more power relationship, like boss, teacher or lecturer. The third is less power relationship like brother, sister and student when you are teacher and employee, when you are boss. Next rank of imposition is the importance or degree of difficulty situation, the situation in emergency or not and how big something that speaker wants to offer or not (Brown and Levinson in Aisyahdastina, 2017: 208).

Based on linguistics approach, a polite behavior is referred to a proper manner of talking to people with considering their relation to the speaker and sometimes, considering the condition, meanwhile impolite linguistic choices may be considered as rude and inappropriate behavior (Watts, 2003:19).

Brown and Levinson (1987) took into account a broader view of social behavior, in particular developing the concept of face. They claimed that in maintaining face in interaction, such cooperation being based on the mutual vulnerability of face that is normally everyone's face depends on everyone else to be maintained, and since people can be expected to depend their faces if threatened and in defending their own to threaten other's faces. It is in general in every participant's best interest to maintain each other's face that is to act in ways that assure the other participants that the agent is heedful of the assumptions concerning face. Based on Brown and Levinson's theory, there are four strategies of politeness; Bald on Record, Positive Politeness, Negative Politeness, and Off-Record. The hierarchy can be described as follows:

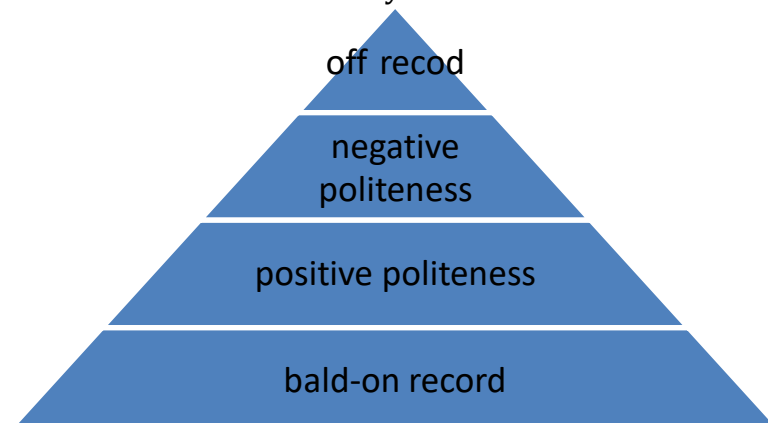


Figure 1. Hierarchy of politeness strategy by Brown and Levinson

Positive politeness is oriented toward the positive face of hearer, the positive image that someone claims for her/himself. It has a function to reduce the distance in communication by treating the addressee as a member of an in-group or friend. It is the way to make hearers to feel convenient when they are hearing the conversation. Moreover, the potential face threat of an act is minimized. In this case the speaker wants at least some of the hearer's wants. For example, the speaker considers the hearer to be in important respects 'the same' as the speaker with in-group or by the implication that the speaker likes the hearer so that FTA (Face threatening Act) doesn't mean a negative.

Negative politeness strategies consist in assurances that the speaker recognizes and respects the addressee's wants and will not interfere with the addressee's freedom of action. Therefore, the negative politeness is characterized by self-effacement, formality and restraint, with attention to very restricted aspects of hearer's self image. In another word, this strategy can also be used as self-protection, the speaker does not want to be labeled as a person who is too friendly after just being introduced.

Bald on record has special characteristic which happens when someone say in direct way. Culpeper in Adel stated that bald on record politeness is used when threat to the hearer's face is very small or in situation when the speaker is more powerful than the hearer as in the interaction between a parent and a child (Adel, 2016: 50). there are several cases that can be applied as bald on record. 1) including instances of non-minimization of the face threat, 2) avoiding ambiguity and suitable in emergency situation. By going on record, speakers can potentially get any of the following advantages; they can enlist public pressure against the addressee or in support of himself, they can get credit for honesty for indicating that they trust the addressee as well as avoid the danger of being misunderstood as well as have the opportunity.

Off record strategy, the characteristic is something explain in indirect way. The communication in this strategy is ambiguous. The hearers have to determine the meaning by themselves. The speakers usually use the words that have connection with the meaning. In this situation, the speakers avoid offending the hearer with the particular FTA (Brown and Levinson, 1987: 71-72).

In addition for social interaction, people present a face to others and to others' faces. they are obliged to protect both our own face and the faces of others to the extent that each time we interact with others we play out a kind of mini-drama, a kind of ritual in which each party is required to recognize the identity that the other claims for himself or herself (Wardaugh, 2006:276) .

One of the most important ways in which we reduce the ambiguity of communication is by making assumptions about the people we are talking to. Moreover any communication is a risk to face; it is a risk to one's own face, at the same time, it is a risk to the other person's. We have to carefully project a face for ourselves and to respect the face rights and claims of other participants (Scollon and Scollon in Wardaugh, 2006: 276)

Method

This research aims to analyze how the Address terms existing in English and Konjonese as well as the aspects affecting the use of the Address terms of the languages. In addition, this study will use a descriptive and qualitative approach. Qualitative as research procedure produces descriptive data involving oral and written data from people and behavior that can be observed (Berg in Muhammad 2011: 30).

In addition, There are several steps applied by the researcher. Firstly, The researcher transcribed the data taken from the utterances of Konjonese as well as English. After transcribing the data particularly for Konjonese, it was translated into English. It was done to make the non-Konjonese readers to comprehend the finding that will be analyzed by the researcher. After that, the researcher Classified the forms of address that exist in English and Konjonese and at the end described the address terms existing in English and Konjonese as well as examining the factors affecting the use of the Address terms.

Result

Address Terms in English and Konjonese

The aim of this research is to analyze and to compare the address terms existing in English and Konjo dialect in daily conversation. In this research, the researcher find several phenomena related the use of the address terms particularly those existing in particular environment such as in family environment, non family environment as well as in the occupational environment.

In order to describe the data, the researcher, Sahib (2017) stated that in analyzing the vernacular language should involve what the so-called *Corpus*, *Morfem Break (MB)*, *Gloss* and so on in order to give a clear description to the readers about the vernacular language. The analysis of the data can be seen as follows:

<i>Corpus</i>	: <i>Atta.. la lampaa riballa'na urangku a'bangngi</i>
<i>MB</i>	: <i>Atta lak lampa a ri ballak na urang ku a' banggi</i>
<i>GL</i>	: Dad, want go in the home my friend spend the night
<i>PS</i>	: N V1 Prep. N Poss. Adj N V N
<i>FT</i>	: <i>Dad, i want to spend my night in my friend's house</i>
<i>Corpus</i>	: <i>Apa nuhaju banngngi riballa'na urangnu?</i>
<i>MB</i>	: <i>Apa nu haju ak banggi ri ballak na urang nu</i>
<i>GL</i>	: What you do spend the night in the home your friend
<i>PS</i>	: WH.Q Pron V Adv.time Prep. N Poss.Adj N
<i>FT</i>	: <i>What do you want to do in your friend's house?</i>
<i>Corpus</i>	: <i>Rie tugas kelompokku nakujama Atta</i>
<i>MB</i>	: <i>Rie tugas kelompok ku na ku jama Atta</i>
<i>GL</i>	: There is assignment my group want i do dad
<i>PS</i>	: N Tobe N Poss Adj. N V Pron V N
<i>FT</i>	: <i>There is a group assignment that i should accomplish dad</i>
<i>Corpus</i>	: <i>sikurang bangngiko la bangngi konjomange?</i>
<i>MB</i>	: <i>Sikura Banggi ko lak banggi konjo mange</i>
<i>GL</i>	: How long night you spend night there
<i>PS</i>	: WH Adv.time Pron V Adv
<i>FT</i>	: <i>How long will you spend the night there?</i>

Moreover, In the family environment involves the address terms of *father*, *mother*, *grandfather*, *grandmother*, *uncle*, *aunty*, *son*, *daughter*, *cousin*, and *nephew* as well. the phenomena existing in the address terms in American-English and Konjo society is basically similar. It is when the younger members address the adult should use a particular terms to be more polite and respect. While in the other hand, the younger members only receive the name by the adults because in the family the adult is the one who has power. However, in particular family in English sometimes the young member of the family address the adult only by the name while in Konjo family, it is absolutely considered rude and impolite because the young member in Konjo family should

address the adult with certain respected addresses such as *atta, bapak, Tata, tetta* for father as well as *Anrong, Amma'* for mother and etc.

Another substantial phenomena related to the way of the use of the address terms is in relationship between brothers and sisters. In English, brother and sister address each other by using the nickname. it is as Brown and Levinson (1987) claimed that if two people are very close, they have low degree of social distance and they usually do not use polite words to speak with each other and vice versa. On the other hand, in Konjo family, it is rude for young brother or sister to address the older one by the nickname. therefore, they should address them with the terms such Daeng + Nickname , Kaka, Urang Sianak, Andi+Nickname to show respect to the older one.

Furthermore, the difference can also be seen through the use of the second personal pronoun where in English only use the address you to the interlocutor. In Konjo dialect, the speaker should consider who the addressee he/she speaks to because it determines the use of the address for the second personal pronoun. The existed pronoun in Konjo dialect can refer to be polite and impolite way. Politely, the people use the personal pronoun Ki, Gitte, and ta as well. it is always used to refer to the one who are superior than the speaker to show respect. On the other hand, the people use the terms ko and kau when talking to the interlocutor in the casual way where it doesn't concern whether it is polite or not.

For marital status particularly in Konjo dialect in which is different with English while woman has married there, she will be addressed with Mrs together with the first or the last name of her husband. In konjo society, the woman who has been married is addressed with bu' or bu' with the name of the woman not her husband.

In Konjo society, the most important things related to the address term that is considered by the people are the social status and the age different. It is because those who have the high status and older need to be honored because the culture of the Konjo people who are always respect to each other involved in community. While in English, there are several existed phenomena where they address to each other only by using the name without particular term such the younger address the adult.

Aspects affecting the use of the address terms

The Use Of Address Terms Based On The Situation

The use of address terms based on the situation can be divided into formal and informal situation. In formal situation or sometimes done in the occupational place. People address to each other in english with various terms known as Sir Mr, Mrs, Miss, Ladies, Ma'am, and Gentlemen. Those terms are considered polite and appropriate to be used for people who is around the place like School, library, office and another formal place. While In informal situation, the poeple usually use the casual language in purpose to reduce the distance in communication. For example among teenegers, they usually address one another only with the nickname to show the intimacy.

The use of address terms based on age difference

young children speak differently from older children and in turn children speak differently from mature adults. In English, particularnya in family environment, the children speaks the adult by using the particular address and receive the nickname from the adult however in some family in America, sometimes the children only address their parents with the name. In Konjo dialect, different with English, eventhough there are also particular terms used to address the adult but it is prohibited for the children to address the adult only by the name because the speakers will be considered impolite

Social distance and social status

Social distance is the relationship between speaker and hearer in communication. If two people are very close, they have low degree of social distance and they usually do not use polite words to speak with each other and vice versa. Power refers to the power relationship in communication like position in society, age and social status.

Conclusion

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. Address term in family relationship. In Konjo dialect: *Atta, Amma, Bapak, Mama, Anrong, Bohe, Pung+nenek, Kakak, Andi', Purina, Buruneng, Daeng, Bahineng, Nak, Kali, Sampu'* and etc. While in English: *Dad, Daddy, Father, Mom, Mommy, Brother, Sister, Great grandpa, Great grandma, Grandfather, Grandmother, Uncle, Aunt, Son, Honey*. In addition, there several aspects affecting the use of the address terms involving situation, age different and social distance as well as social status

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