
Address Term Used by the Instagram Users

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Abstract

The purpose of this research was to analyze the kinds of address terms in media social, especially on Instagram. The researchers used one of David Beckham's posts as the object of research. This research used (Wardhaugh, 2006) and (Chaika, 1982) theories about kinds of address terms. The researchers used the descriptive qualitative method. The result of this research shows that from seven types of Wardhaugh and Chaika theories, the researchers found seven kinds of address terms that are used by Instagram users on David Beckham's posts. They were First Name (FN), Last Name (LN), Title (T), Title plus Last Name (TLN), Special Nicknames (SN), Pet Names (PN), and Kindship Terms (KT). The most commonly used by Instagram users is First Name (FN) there were five data, three data in Last Name (LN), two data in Pet Name (PN), two data in Kindship Terms (KT), one data in Title (T), one data in Title plus Last Name (TLN), and one data in Special Nicknames (SN)..

Keywords: address term, media social, instagram, type

1. INTRODUCTION

Every region in Indonesia has a characteristic address term for addressing someone or something. This characteristic address term is the uniqueness of each region. For example, *lex/lay/lay*, *cis/ces*, *pra* is the address term used to address the man of Batak. Address terms are not only used in daily conversations but also face to face conversation and virtual communication. The address term can be interpreted as an expression of feelings towards the other person depending on the state of the fell or emotion of the person. According to Chaika (1982), address terms were used in daily conversation by the hearer and speaker who had an intimate relationship. Today, communication is mostly done in media social so that the address terms appear. Therefore a new address term has appeared and makes it more unique and creative. Nowadays every age level uses the address term, especially the young generation. Youngers usually use slang to address each other. They are; *agan/gan*, *min*, *hyung*, *ngab*, *cuk*, *lur sob*, *men*, *cuy*, and else. The use of address terms depends on the emotion and who are they talking with.

People usually use their first names or nickname to address each other. The address terms easily are found in everyday conversation. For examples;

A: *ulung ku sampa pa'risi **Ti'no**.*

*(my head is always painful, **Ti'no**)*

B: *I sitti amang maingi antama ri balla garring bede?*

(Sitti amang has been hospitalized, right?)

A: *u, gele pa **ko** minang mange ri saponna?*

*(yes, have not **you** been visited her?)* (Zavitri et al., 2018)

The conversation above happened in one family in Selayar. The conversation was carried out by parents and their kids. In the conversations, the kid addressed his mother by her nickname, “**Ti'no**” and used the pronoun you (**ko**) but in Salayar it was quite a polite term. The phenomena of address term above can be found in the word “**Ti'no**”. The word “**Ti'no**” is considered as a type of address term namely special nicknames. According to Chaika (1982), special nicknames were used in the conversation by the speaker and hearer who had an intimate relationship with one another, such as between relatives or family members and close friends.

Phenomena address term was found on one Instagram. In Ayu Rahma's “@ayuurahmaa_” Instagram post which has been watched by more than 12,000 viewers on July 23, 2020, which contains criticism of government policies regarding PPKM. In the comments column of the post, there were a few types of addressee that Ayu Rahma got from her followers

@lanaajhaya : “*Sehat selalu **permaisuri** ku 🍀*”,

@ayuurahmaa_ : “*terimakasih **orang baik***”

One of Rahma's followers called her “**permaisuri ku**” and she replied with “**orang baik**” even though they did not know each other in real life. The address term was used because they had one opinion with the content of the post. According to Wardhaugh (2006) it is considered a pet name. If viewed from the function, the use of address terms above showed respect for each other (Chaika, 1982). On social media, the point of view of content determines the choice to choose the types of address terms for addressing someone.

Some researchers analyzed address terms previously. First, Syahidawati & Parmawati, (2020) identified the types of address terms in Aisyah : *Biarkan Kami Bersaudara Movie*. The data was taken from the dialogue by the characters in the movie. The researchers used Wardhaugh's theory. The researchers found out five types of address terms such as the use of a name, kinship name, intimacy call, appreciate call, and mockery call. The most use was the use of a name.

Second, Tauchid (2018) discussed the types and reasons for the use of address terms by the character. He applied the theory of Wardhaugh to clarify the types of address terms. The data of this research was taken from “The Secret Island” novel. As the result, the researcher identified three types of address terms in the novel, namely kinship terms, title with last name, and first name. The uses of the address terms in the novel were first name for a close relationship, title plus last name for the older of not so close relationship, and kinship terms for family.

The previous research and this research the theory of Wardhaugh. The previous research applied the theory in novels and movies, meanwhile, this research applied the theory on Instagram. Therefore, the researchers are interested in conducting this research by identifying the types of address terms theorized by (Wardhaugh, 2006).

The way people give a name or call other people as an address terms (Wardhaugh, 2006). Address terms and greetings are different. People use an addressing term to show politeness, closeness, and solidarity, while greeting depends on the mood of the speaker. Based on Wardhaugh (2006) stated there are six types of address terms namely first name (FN), title plus last name (TLN), title (T), last name (LN), pet name (PN), and kinship term (KT). On the other side, Chaika (1982) mentioned there are several types based on her namely first name (FN), title plus last name (TLN), title only (T), last name (LN), and special nicknames (SN), while for the functions are used to show intimacy, power difference, and respect.

1. First name

First name is commonly use in daily conversation, for example, “Mack”, “Jack”, “Kurnia” and else (Wardhaugh, 2006, p. 268). This type is used between people who already know each other, either closely or casually.

For example:

Henry: *I want you to listen to me, **Barry**, because I mean this.*

(Ventalia & Jusmaya, 2020)

2. Title Plus Last Name

Title plus last name is usually use for people who have a higher social status. Age and position are the main factors for using this type. On the other side, title plus last name is usually used to show respect for the addressee.

For example:

Gant: *Jesus, Mary, and the Saints...*

Algren: ***Sergeant Gant**, have the men stand to attention.*

Gant: *Sir. (turns) Imperial Army, Attention!*

(Sari, 2020)

3. Title

Direct (Aitchison & Wardaugh, 1987, p. 268) people will address their interlocutors by using titles only indicates a non-intimate relationship between them. This type is usually used in formal situations and based on the addressee profession.

For example:

You: *Hi! Little girl, let me help you with handling this stuff*

Girl: *Thank you, Miss. You are so kind*

(Situmorang, 2019)

4. Last Name

This type use to show respect in the conversation. But in some social circles, this type is used to show a sign of intimacy or affection (Chaika, 1982).

For example:

Bruce: *Let's go, Allen.*

(Ventalia & Jusmaya, 2020)

5. Pet Name

This address term is alike with a special nickname. But, when the speaker addresses the addressee by a pet name, it shows both of them have a higher level of intimacy. This is why pet name is rarely used in a formal situation.

For example:

Bruce: *Also known as protector of the oceans, the Aquaman.*

(Ventalia & Jusmaya, 2020)

6. Special Nickname

Special nickname use by the speaker and addressee who have an intimate relationship, like close friends. When the speaker uses a special nickname it is a sign of intimacy.

For example:

A: *You de come or you de go (meaning, are you coming or you are going?)*

B: *But you koraa, why you de be impatient (meaning, 'why are you so impatient?')*

(Afful, 2006)

7. Kinship Term

This address term is usually use in a family environment. Most families used this address term because it has a function that shows respect and affection for each member of the family. Kindship is address terms to address a member of the family.

For example:

Young Rapunzel: *Why can't I go outside?*

Gothel: *The outside world is a dangerous place, filled with horrible, selfish people. You must stay here, where you're safe. Do you understand, flower?*

Young Rapunzel: *Yes mommy.*

(Rifai & Prasetyaningrum, 2016)

2. RESEARCH METHOD

This research aimed to tell the use of address term used by Instagram users in the comments column in David Beckham's post. Qualitative research was applied in this study because the data that has been taken was in the form of words, phrases and sentences that need to be understood. This study used the descriptive qualitative method proposed by Creswell (2014). The researchers collected the data by using observational method. This research used non-participatory technique proposed by (Sudaryanto, 2015). There were several steps that the researchers did in collecting data. The steps are; found the post, read the comments, capture all comments contain to the address term, and classifying the data which type of address terms found in the data source based on Wardhaugh's and Cahika's theory.

After the data have collected, the researchers analyzed the data. In analyzing the data, this study used characterization. Characterization is a systematic and logical visualization process based on the research objectives, orientation, and knowledge of the researchers (Sudaryanto, 2015). Additionally, the researchers analyzed by using the theory proposed by Chaika (1982) and Wardhaugh (2006). First, the researchers understand the theory and then look for data from the address terms contained in the column comments. Then, analyze the data and look for the types. The theory can describe the types of address terms used by an Instagram user in the comments column in David Beckham's post. The theory used to aid determines the used of address term used by Instagram users in the comments column in David Beckham's post.

3. FINDINGS AND DISCUSSION

3.1 Findings

In this research, the researchers used the theory proposed by Wardhaugh and Chaika to analyze the types of address terms that are used by society in Instagram. After finding and doing the analysis, the

researcher found the results. The researchers found some results consist of the types of address terms they are:

Table 1. The findings of address terms types

No	Types of Address Term	Total Amount
1	First Name	5
2	Last Name	3
3	Title	1
4	Title plus Last Name	1
5	Pet Name	2
6	Special Nicknames	1
7	Kindship Term	2
	Total Number of Data	15

3.2 Discussions

Data 1

@christinecross825: “**David** your like a fine wine.. You get better with age... Always been so handsome though but didn’t think it was possible to get any handsomer.. Looking at you it obviously is”

One of David Beckham's followers who commented on his post with praise. In that comment, he called David Beckham by his first name and continued with flattery because he thought David Beckham was very handsome.

Data 2

@wikt0r_110:” Amazing moments **David**, wish you were back”

Based on the data above, the Instagram user calls David Beckham by his first name. After seeing all the photos posted, the user wants David Beckham to get back on the pitch to play again.

Data 3

@zeonicholson15: “Omg **David** looks amazing in this picture next to Wayne Rooney”

The utterance above, one of David Beckham's followers addressed him by his first name. The user focuses on the 3rd slide of the post. On the slide, David Beckham took a picture with Wayne Rooney which is he thought was very amazing.

Data 4

@lucianonog1980: “Lot respect for you **David**<3 from Brazil”

Many people appreciate and respect David Beckham, one of whom is an Instagram user above. He appreciates what David Beckham did. The utterance above contains address terms, he calls David Beckham by his first name.

Data 5

@annbums151: “You have never changed **David** so handsome **David** well done for tonight and what you have done for UNICEF xx”

The utterance showed the phenomena of address terms. The addresser used First Name (FN) "David" to address David Beckham.

Data 6

@rafii.ariziqq: “**Beckham** is the best”

The utterance above contained address terms. It happened because the addresser addressee the last name of David Beckham.

Data 7

@kabi_raj_gurung: “You guys are diamond..as far I saw **Beckham** is the most famous here but to be honest I’m a big fan of Carlos ..his shooting..”

The utterance showed the phenomena of address terms. That happened because the addresser said David Beckham's last name after praising everyone in the photo. Even though he is a fan of Carlos.

Data 8

@minbrooklyn: “Such a great person there **Beckham**”

The utterance above contained address terms. It happened because the addresser addressed David Beckham used his last name.

Data 9

@ishant_giri_ : “Hug respect **sir**”

The utterance above contained the phenomena of address term. In an informal situation one of the fans addressed David Beckham "Sir" because he wanted to show respect to David Beckham.

Data 10

@sandraalexander8hotmail.com1 : “You have always been Handsome, but you seem to have gotten More Handsome and sophisticated with age. Good on You **Mr Beckam**”

The utterance above contained address term, the speaker used TLN to address David Beckham which shows admiration for his unfading handsomeness.

Data 11

@josephmarthan6: “Hello **dear**”

The utterance above contained address term. The addresser addressee David Beckham by using Pet Name (PN) “dear”.

Data 12

@m.r.farmerboy: “Yeah **buddy**”

The utterance showed the phenomena of address terms. The addresser used Pet Name (PN) "buddy" to address David Beckham.

Data 13

@manchester_dream: “**Becks**”

The utterance above contained address terms. It happened because the addresser addressed David Beckham used Special Nicknames (SN).

Data 14

@davidbeckhamood: “Nice **bro**”

The utterance showed the phenomena of address terms. The addresser used Kindship Terms (KT) "bro" to address David Beckham.

Data 15

@liuxiaohu7: “I’ve been in love with football since I was 18. Now I’m the father of two children. You’ll always be my example, **brother**”

One of his fans who has fallen in love with football since he was a teenager has David Beckham as his role model. In that sentence he called David Beckham with KT Kindship Terms "brother".

4. CONCLUSION

Based on the result and discussion related to the address terms that used by Instagram users, the researchers draw conclusions from the address terms contained in the comments column on one of David Beckham's posts. The researchers found all of types of address term that the Instagram users used in the comments column on one of David Beckham's posts. The most commonly used were first name, last name, pet name, kindship terms, title, title plus last name, and special nicknames. Kindship term also used by Instagram users. Even though this term usually used in a family environment, but this term also used by Instagram users. The use of this term to shows the politeness to each other

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