



## Address Terms Used By Local People in Menyali Village

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### ABSTRAK

Penggunaan istilah sapaan pada setiap daerah berbeda-beda dan hal ini dipengaruhi oleh faktor sosial. Ini merupakan fenomena terkini yang menarik untuk diteliti lebih lanjut. Penelitian ini bertujuan untuk menganalisis sapaan beserta faktor sosial yang mempengaruhi penggunaan sapaan di desa Menyali. Deskriptif kualitatif digunakan sebagai metode penelitian ini. Data dikumpulkan dengan melaksanakan observasi dan interview melalui penggunaan lembar observasi dan panduan wawancara sebagai instrumen penelitian. Tiga orang informan yang merupakan penduduk lokal desa Menyali dipilih menjadi narasumber yang mana mereka dipilih dengan menggunakan teknik purposive sampling. Data dianalisis dengan menggunakan teknik analisis data kualitatif; reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa; 1) terdapat dua belas jenis sapaan yang diucapkan oleh penduduk desa Menyali yaitu: kinship terms, special nicknames, pet names, title only, first names, intimacy names, respect names, mockery names, pronouns, occupational terms, religious terms, zero address terms, 2) terdapat tujuh faktor yang mempengaruhi penggunaan sapaan di desa Menyali; sex, family relationship, occupational hierarchy, age, social status, the official position of the interlocutor as the second person, and ethnicity.

### ABSTRACT

The use of greeting terms in each region is different and this is influenced by social factors. This is a recent phenomenon that is interesting for further research. This study was aimed to analyze the types of address terms used in Menyali village and the social factors which influenced those address terms. Descriptive qualitative was used as the method of this study. The data were collected by conducting observation and interview through the use of observation sheet and interview guide as the instruments. There were three local villagers involved as the informants of this study. They were selected by using purposive technique sampling. The collected data were analyzed by using qualitative data analysis through data reduction, data display, and conclusion drawing. The findings showed that; 1) there were twelve types of address terms spoken by people in Menyali village; kinship terms, special nicknames, pet names, title only, first names, intimacy names, respect names, mockery names, pronouns, occupational terms, religious terms, zero address terms, 2) there were seven social factors influenced the address terms used in Menyali village; sex, family relationship, occupational hierarchy, age, social status, the official position of the interlocutor as the second person, and ethnicity.

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## 1. INTRODUCTION

Language is widely recognized a means used for communicating in humans' daily life. Language is a communication means having a crucial role in humans' interaction (Faruq et al., 2021; Natsir & Setyowati, 2019; Rina Devianty, 2017). It is also stated that language is used for expressing and exchanging the ideas, thoughts, and meanings through the use of symbols, words, and sounds (Awoonor-Aziaku, 2021; Hasanah et al., 2019; Li, 2014). Language is functioned to establish relationship among people considering that each individual has an attitude or behavior towards a certain language (Moghaddam et al., 2008; Rifai & Prasetyaningrum, 2016). People are allowed to maintain and keep in touch each other by using language. It can be stated that language as an important rule since it is recognized as a communication tool establishing the relationship in humans' life (Asrial et al., 2019; Rabiah, 2018).

Several branches of linguistics appear to discuss and study the language itself, one of them is sociolinguistics. It is perceived as a branch of linguistics which studies the language phenomenon occurs in the society (Faizin, 2019; Saputra et al., 2019; Syahidawati & Parmawati, 2020). Sociolinguistics is a branch of linguistics concerning on researching how language is affected by social factors. It is relevant to the definition of sociolinguistics reflecting that language is used and functioned by people for communicating in the society (Hasanah et al., 2019; Saputra et al., 2019). Previous study also states that sociolinguistics has a strong implication towards the language spoken by its speakers (Faizin, 2019). It can be inferred that sociolinguistics is

a language study concerns on the language phenomenon affected by social factors. Language is also used for showing respect and social status to emphasize the relationship existing in the interaction. Previous study argue that language is used for showing respect and social status in maintaining a relationship in society (Moghaddam et al., 2008). The use of language for showing respect and social status is recognized as honorific. Honorific is defined as an expression indicating the social status between addresser and addressee. Honorific is a system of relationship between the addresser and addressee which depends on the relative respect or rank. Honorific is divided into three types, namely; bystander honorific, referent honorific, addressee honorific (Awoonor-Aziaku, 2021; Dewi & Subaker, 2022).

Bali as one of region whose cultures and traditions reflected through its languages also has a system of honorific. This system is well known as *Tri Wangsa* (*Brahmana, Ksatria, Weisya*) and *Jaba* (*Sudra*). It is a social group difference where people communicated based on their caste. The Balinese local people still communicate by considering this social group difference in which it directly influences the language choice during their conversation, for instance; the use of terms of address (Mayuko, 2015; Yang, 2010). The choice of using terms for addressing is affected by several social factors; family relationship, age, sex, religion, occupation, intimacy, distance, formality, informality, and geographical groups (Awoonor-Aziaku, 2021; Surono, 2018; Tauchid, 2018). Cultural aspects also give a contribution towards the choice of using terms of address based on the relationship and attitude owned by the addresser and addressee (Rosilawati & Mulawarman, 2019; Salifu, 2010).

However, the honorific system in Bali which is underlined by the system of *Tri Wangsa* or castes does not occur in all the regions or ethnic group in Bali. It can be seen from the preliminary observation done in Menyali village located in Buleleng Regency, Bali. As one of village in Bali, Menyali is not dominated by the people with caste. Most of the villagers are common people where the communication does not depend on the caste system as other regions in Bali (Sukayana & Putri, 2019; Susandi et al., 2018). The unique phenomenon occurs where the terms of address used by the local people are also different from other regions, for instance; “*jero*” is a term used for addressing “a person” who has a certain position in the religious social system called *Desa Adat* in Menyali (Budasi & Satyawati, 2021; Kusuma et al., 2020). It is different from common Balinese addressing terms where “*jero*” addressed to the common people who marries with the people with caste. In Balinese honorific system based on the caste, the term of “*jero*” reflects the social status meanwhile in Menyali this term reflects the occupational religious position. It can be seen that the terms of address as the Balinese honorific system are not only viewed from the system of caste but it is also viewed from the occupational religious position.

There are several studies have been conducted to study the terms of address used for interacting in society. Previous study conducted a study to find out the types of address term used by IPMK-SB (Rahmadani & Wahyuni, 2018). It is found that there are four types of address terms functioned for; attracting people’s attention, showing intimacy, showing politeness, showing power differential, and reflecting identity. Another study is conducted to find out the sub-type of Balinese address terms indicating the honorific system. It is found out that there three sub-types; caste system, personal name system, and kinship (Dewi & Subaker, 2022). Other study conducted a study which discusses the terms of address used in the movie. It is found that there are five addressing terms, such as; addressing terms using name, addressing terms using kinship name, addressing terms using respect name, and addressing terms using mockery name (Syahidawati & Parmawati, 2020). Those previous studies are focused on studying the terms of address by revealing the types and functions of addressing terms. There is no recent study which discusses the types and social factors influencing the use of terms of address. Therefore, based on the recent phenomenon found about the terms of address used in Menyali village, this study is conducted to analyses the types and social factors of addressing terms in Menyali village.

## 2. METHOD

This study was conducted by adapting descriptive qualitative method. The study was conducted in Menyali village to find out the types of address terms and the social factors influence the usage of the address terms. Three local people in Menyali village were involved as the informants of this study in which they were selected by using purposive sampling technique. The data were collected through observation, interview, and audio record. The instruments used were observation sheet, interview guide, and tape recorder. The collected data were analyzed by using qualitative data analysis covering data reduction, data display, and conclusion drawing.

### 3. RESULT AND DISCUSSION

#### Result

##### *Types of Address Terms Spoken in Menyali Village*

Based on the gained data that have been analyzed, there were fifty-one address terms used by local people in Menyali as presented in [Table 1](#).

**Table 1.** Types of Address Terms Used in Menyali Village

No.	Types of Address Terms	Frequency	Percentage
1.	Kinship Terms	5	9.8 %
2.	Special Nicknames	3	5.9%
3.	Pet Names	3	5.9%
4.	Title Only	3	5.9%
5.	First Names	4	7.8%
6.	Title + Last Names	-	-
7.	Last Names	-	-
8.	Names	-	-
9.	Intimacy Names	2	3.9%
10.	Respect Names	1	1.9%
11.	Mockery Names	9	17.8 %
12.	Pronouns	5	9.8%
13.	Occupational Terms	7	13.7%
14.	Religious Terms	5	9.8%
15.	Nobility Terms	-	-
16.	Endearment Terms	-	-
17.	Zero Address Terms	4	7.8%
<b>Total</b>		<b>51</b>	<b>100%</b>

[Table 1](#) showed that the fifty-one address terms were classified into twelve types of address terms. The types of address terms found were elaborated. Kinship terms are the address terms used to show respect in family. The use of kinship terms in Menyali village can be seen in [Table 2](#).

**Table 2.** The use of Kinship Terms in Menyali Village

No.	Kinship Terms	Translated
1.	<i>Bapa ije ye?</i>	Where is dad?
2.	<i>Guru ngabe ban</i>	Dad brings a wheel
3.	<i>Meme sube nyakan</i>	Mom has been cooked rice
4.	<i>Ije dadong ye nah?</i>	Where is grandma?
5.	<i>Ninik ije ye?</i>	Where is grandma?
6.	<i>Kaki ngarit padang</i>	Grandpa cuts the grass
7.	<i>Wayah ngejuk siap</i>	Grandpa catches the chicken

Base on [Table 2](#), the data number (1) and (2) were the address terms used for respecting the fathers in a Balinese family. The data number (3) was the terms addressed for mother in Balinese family. The data number (4) and (5) were personal terms for grandmother in Balinese family meanwhile the data number (6) and (7) were used for addressing grandfather in Balinese family. The data number (8) and (9) were the address terms used for respecting the eldest member in Balinese family; great grandfather and great grandmother. Special nicknames refer to the address terms used by speaker and addressees to show their close relationship. The use of special nicknames in Menyali village can be seen from the data provided in [Table 3](#).

**Table 3. The Use of Special Nicknames**

No.	Special Nicknames	Translated
1.	<i>Pan Adi labuh dibi peteng</i>	Mr. Adi got an accident yesterday
2.	<i>Men Adi nape ketan</i>	Mrs. Adi make a fermented sticky rice

Base on Table 3, the data number (1) was an address term used for respecting a married man who had close relationship with the speaker in which *pan* meant Sir or Mr which was followed by the name of his first child. The data number (2) was also an address term used for respecting a married woman who had close relationship with the speaker in which *men* meant Mrs. It was followed by the name of her eldest son or daughter. Pet names are the address terms used to show that two people have the higher close relationship. The pet names used in Menyali village were commonly refer to the name of animals. It can be seen from the data provided in Table 4.

**Table 4. The Use of Pet Names**

No.	Pet Name	Translated
1.	<i>Cicing ibe</i> ngae cang gedeg	You are annoying dog!
2.	Dong <i>cicinge</i> ne nengkejutin gen	You surprise me!
3.	<i>Polo</i> ibane kije kabe?	Where is your brain?

Base on Table 4, the data number (1) and (2) were used between the speaker and hearer which had higher close relationship in which *cicing* meant a dog. The term of *cicing* in the data number (1) was commonly used when the speaker was angry with the hearer meanwhile in the data number (2), it was showed that the speaker is joking with the hearer. The data number (3) also showed that the address term used for the speaker and hearer who had higher close relationship in which *polo* was referred to brain of an animal. Title only is an address terms used by to show the formal situation between one and other. The address terms used by local people in Menyali which were classified into title only can be seen in Table 5.

**Table 5. The Use of Address Terms**

No.	Address Terms	Translated
1.	<i>Mbok</i> ije ibi sanje?	Where did you go last night?
2.	<i>Bli</i> meli ape?	What did you buy?
3.	<i>We</i> dije kar maturan?	Where will you pray?
4.	<i>Mai</i> singgah malu <i>Bapa</i>	Let's stay for a while
5.	<i>Me</i> , <i>abe</i> baju nto	Please take the cloth mam

Base on Table 5, the data (1) to (5) were the address terms used for the people who had no family relationship by giving Balinese title. The data (1) and (2) were the terms for elder men and women in which those terms were similar to brothers and sisters for people who had no family relationship. Meanwhile the data (3) to (5) were the terms used for the elder men and women which those terms were similar to mothers and fathers for people who had no family relationship. First names are the address terms used to show a relaxed attitude while talking. The term address used in Menyali village which were classified into first names can be seen from the data provided in Table 6.

**Table 6. The Use of First Name Terms**

No.	First Name Terms	Translated
1.	<i>Gede</i> mare mulih tuni	<i>Gede</i> has come home
2.	<i>Ije</i> ye i <i>Putu</i> ?	Where is <i>Putu</i> ?
3.	<i>Cening</i> nengil jumah	You stay at home
4.	<i>Iluh</i> ke pura dibi	<i>Iluh</i> went to the temple yesterday
5.	<i>Wayan</i> be medaar je	has <i>Wayan</i> eaten today?
6.	<i>Made</i> dibi tepuk dijalan	I saw <i>Made</i> on the street yesterday
7.	<i>Nengah</i> nyemak jaje ke warung	<i>Nengah</i> takes cakes in the stall
8.	<i>Kadek</i> ngagel poh	<i>Kadek</i> cuts the mango
9.	<i>Nyoman</i> pidan kar berangkat	When will <i>Nyoman</i> depar?

No.	First Name Terms	Translated
10.	<i>Komang di sing milu?</i>	Why does <i>Komang</i> absent?
11.	<i>Ketut ngabe pisne</i>	<i>Ketut</i> brings the money

Base on Table 6, the data (1) to (11) were the address terms used for respecting the first child in the family in which the data (4) was specially used for the female first child in the family. The data (6) to (8) were the address terms titled for the second child in the family meanwhile the data (9) and (10) were the terms addressed to the third child. The data (11) was addressed for the fourth child in the family. Intimacy names are the address terms used to address someone with the special name (Syahidawati & Parmawati, 2020). The use of intimacy names as address terms in Menyali village can be seen in data providing in Table 7.

**Table 7. The Use of Intimacy Names Terms**

No.	Intimacy Names Terms	Translated
1	<i>Dije melajah ngomong keto adi?</i>	Where did you learn to say it <i>honey</i> ?
2	<i>Ije kar bali bli?</i>	Where will you watch it <i>honey</i>

The data (1) was used to show intimacy to a man meanwhile data (2) was also used to show intimacy to a woman in which both of those addresses had the same meaning as honey, darling, or lovely. Mockery names are the address terms used to ridicule or insult someone. The address terms used in Menyali village which were categorized as mockery names can be seen from the data provided in Table 8.

**Table 8. The Use of Mockery Names Terms**

No.	Mockery Name Terms	Translated
1.	<i>Kikil be perot de ngendah</i> (you do not make any noise)	<i>Gede</i> has come home
2.	<i>Tonggosang ibane jumah</i> (you just stay at home!)	Where is <i>Putu</i> ?
3.	<i>Sundel mule lue nto</i> (she is really a widow)	You stay at home
4.	<i>I Gentong nak nyajaang gati</i> (he or she is really awful)	<i>Iluh</i> went to the temple yesterday
5.	<i>Cungguh barak bin nengok</i> (you come up again)	has <i>Wayan</i> eaten today?
6.	<i>Jongos koje ci komong</i> (stop speaking please)	I saw <i>Made</i> on the street yesterday
7.	<i>Siep ci berag</i> (keep silent please, skinny)	<i>Nengah</i> takes cakes in the stall
8.	<i>Aluh ci nak jangkung</i> (it is easy, you are tall)	<i>Kadek</i> cuts the mango
9.	<i>Wak be bontot, suud makan</i> (stop eating fatty)	When will <i>Nyoman</i> depart?

Base on Table 8, the data (1) to (8) showed the address terms used by ridiculing or insulting someone that becomes the hearers. The terms were referred to the part of body. Pronouns are the address terms used to identify conversation between two people. The data in Table 9 showed the use of pronouns for addressing people in Menyali village.

**Table 9. The Use of Pronouns**

No.	Pronouns Terms	Translated
1.	<i>Yang kar neng kaje</i>	I will go the southside
2.	<i>Ake sing nawang ape</i>	I don't know at all
3.	<i>Ye kemu ape sing?</i>	Do you go there?
4.	<i>Cai nawang ape sing?</i>	Do you know it?
5.	<i>Adi nto nyai nyemak?</i>	Why do you take it?

Base on Table 9, the data from (1) to (5) showed that the terms were used to address the speakers and hearers. The data (1) to (2) were referred to the speakers meant "I". The data (3) was used as an address term to the hearer meant "you". The data (4) was used for the male hearer and the data (5) was addressed to the female hearer. Occupational terms are the address terms used to show the position and profession of someone. The data in Table 10 showed occupational terms used in Menyali village that can be seen as follows.



**Table 10.** The Use of Occupational Terms

No.	Occupational Terms	Translated
1	<i>Dije melajah ngomong keto <u>adi</u>?</i>	Where did you learn to say it <i>honey</i> ?
2	<i>Ije kar bali<b>h</b> <u>bli</u>?</i>	Where will you watch it <i>honey</i>

Base on Table 10, the data (1) was the address term for showing respect to the head of irrigation system in Menyali village meanwhile the data (2) was the address term used for respecting the head of village. Religious terms are the address terms used to show someone's high position in society who has religious insight. The result of religious terms is show in Table 11.

**Table 11.** The Use of Religious Terms

No.	Religious Terms	Translated
1	<i>Ngaturang penek ring <u>petalaane</u></i>	providing an offering for the ancestor
2	<i><u>Sunglinggih</u> sampun ring pura</i>	<i>Sulinggih</i> has been in the temple

Base on Table 11, the data (1) was used for addressing the ancestor as the believe of Hindu society meanwhile the data (2) was used to address the holy person who led the Hindu ceremony in Menyali village. Zero address terms are the address terms used to address someone without mention their name. The address terms used in Menyali village which were categorized as zero address terms can be seen in the Table 12.

**Table 12.** The Use of Zero Address Terms

No.	Zero Address Terms	Translated
1	<i>Mai mereren dini</i>	let's sit for a while here
2	<i>Mai ngopi dajan</i>	let's have a cup of coffee there

Base on Table 12, the data (1) and (2) were addressed to the hearers without mentioning their names but it could show that there was a hearer or addressee.

## Discussion

The use of addressing terms un Menyali village was influenced by the social factors. Previous study state that addressing terms are influenced by several factors covering; sex, family relationship, occupational hierarchy, and transactional status (Wardhaugh, 2006). Factors influencing the use of address terms; gender, age, social status/respect, and family relationship ((Syahidawati & Parmawati, 2020; Tanjung & Saragih, 2021). Based on the findings of this study, there were seven factors influence the address terms in Menyali village. Those factors were; sex, family relationship, occupational hierarchy, age, social status, the official position of the interlocutor as the second person, and ethnicity.

Sex is a biological trait and gender is a social trait, where sex is biologically constructed and gender is socially and culturally constructed (Niraula, 2021; Silaban & Afriana, 2020). The influence of sex was found in the use of address terms which showed the difference between male and female particularly for the address terms of kinship, title, first name, intimacy relationship, and pronouns (Andikha & Ambalegin, 2022; Zavitri et al., 2018). For example; *beli* or *bli* was an address term for a man meanwhile *mbok*, *adi*, and *iluh* were the address terms for a woman. Family relationship is a relationship that occurs between a person and another person who has blood relations, marriage. This factor was found in kinship address terms, such as; *bape* or *guru* was addressed to father and *meme* was addressed to mother. Occupational hierarchy influenced the address terms used for the people who had higher and lower position in their occupation, for instance; *jero* was also addressed for the person who became the head of village meanwhile *buk* or *pak* was addressed to the person with lower position. Age is the factor which showed the length of people's lives. This factor influenced the address terms used in Menyali village, for example; *bli* and *mbok* were referred to the elder people meanwhile *bape*, *meme*, *wayah*, *ninik*, were addressed to the eldest people. Social status is a position or position that is owned by a person in a social group of people. The social status factor was found respect name since it was used to address the people who talked in the public, for instance; *guru* was referred to the person who had social religious status in the village (Suyana et al., 2022; Zavitri et al., 2018). The official position of the interlocutor in the second person was also the social factor influencing the address terms used in Menyali village which indicated that there was an interaction between speakers and hearers. For example; *ye* was the address term used to show the participant's position meant you or they. Ethnicity is a group or group of people where they identify themselves with each other based on lineage. The influence of this factor could be seen from the address terms indicating the

children orders in Balinese family. The orders were begun from the terms *putu* for the first child, *made* for the second child, *nyoman* for the third child, and *ketut* for the last child.

The findings of this study showed the types of address terms used in Menyali village and the social factors which influenced them. It was found out that there were fifty-one in which those were classified into twelve types of address terms. Previous study found out that there were four types of address terms; nickname, kindship, pet name, and title only (Rahmadani & Wahyuni, 2018). The findings were similar to the recent study in which there were also found kindship term, pet name, and title only. Other study also revealed that there were five addressing terms; names, kinship names, intimacy names, respect names, and mockery names (Syahidawati & Parmawati, 2020). The findings were relevant to the recent study which also found kinship names, intimacy names, respect names, and mockery names. However, the recent study found the address terms used in Menyali village were kinship terms, special nicknames, pet names, title only, first names, intimacy names, respect names, mockery names, pronouns, occupational terms, religious terms, zero address terms. Implication of this study found new findings related to the social factors influenced the use of address terms in Menyali village. there were seven factors influence the address terms in Menyali village. Those factors were; sex, family relationship, occupational hierarchy, age, social status, the official position of the interlocutor as the second person, and ethnicity. The limitation of this study is that the research time is very limited so that it cannot provide more in-depth data related to the address terms used in Menyali village. Therefore, it is hoped that future research will be able to further deepen and expand similar research related to address terms used in other regions.

#### 4. CONCLUSION

The recent study concludes that there are fifty-one address terms spoken by the local villagers of Menyali village. The address terms were classified into twelve types of address terms such as; kinship terms, special nicknames, pet names, title only, first names, intimacy names, respect names, mockery names, pronouns, occupational terms, religious terms, zero address terms. It was also showed that there were several social factors influenced the address terms, such as; sex, family relationship, occupational hierarchy, age, social status, the official position of the interlocutor as the second person, and ethnicity.

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