

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research questions, study objectives, and the significance of the study

1.1 Background

Language is a tool for communication that people use regularly. Yule (2020) states that language enables interaction with others. This underscores its importance, as people use language in conversations to convey messages effectively to one another. In daily life, individuals rely on language to share ideas, offer advice, and schedule appointments. Therefore, using appropriate language leads to effective communication.

In other words, language relates to society. Sociolinguistic research examines the relationship between language and society. Sociolinguistics, according to Wardhaugh and Fuller (2015), concerns examining the connection between language and society to better understand language structure and its role in communication. Certain areas of sociolinguistics, such as language variation, dialect, speech community, terms of address, and others, focus on the relationship between language and society.

In the communication process, people typically address each other using specific terms. For example, in Indonesia, children call their parents either Ayah 'father' or Ibu 'mother'. Address terms are words or phrases used to refer to others

(Holmes & Wilson, 2017). These terms typically initiate interactions. People employ different language styles depending on the situation.

Address terms represent a key sociolinguistic phenomenon that varies widely in Indonesia. Kridalaksana (2008) defines address terms as morphemes, words, or phrases used to point to or address an interlocutor in a speech event phrases used to refer to interlocutors based on speaker-addressee relationships, distinguishing three roles: speaker (first subject), addressee (second subject), and third-party referent (Kridalaksana, 2008). She identifies nine forms:

1. Personal name (Budi, Andrew)
2. Pronouns (*saya* 'me/I', *aku* 'I', *engkau* 'you')
3. Kinship terms (*ayah* 'father', *ibu* 'mother')
4. Titles/ranks (*guru* 'teacher', *dokter* 'doctor')
5. Pe+V forms (*pembaca* 'reader')
6. N+ku forms (*Tuhanku* 'my God')

Instructions, such as *sini* (these) and *situ* (there), are given to the interlocutor by the speaker. The interlocutor is mentioned by the speaker using a noun, such as *Tuan* (Mr.) or *Nona* (Miss).

The 'Zero' characteristic is exemplified by the common inquiry, "*Mau kemana?*" (Where are you going?), where explicit address forms are omitted entirely. In this context, meaning exists despite the absence of a spoken subjecta phenomenon referred to as 'zero.' This reflects the inherent complexity of

Indonesian address systems, which offer a vast array of linguistic choices shaped by everyday social interactions.

The village of Helangdohi is situated in the Pantar sub-district of Alor Regency, East Nusa Tenggara a region spanning 2,928.88 km^2 with a population exceeding 225,000 people. Within this community, the Helangdohi language serves as the primary medium of daily communication. A defining feature of this local dialect is its specific system of address terms, which residents use to navigate social hierarchies. These terms are crucial to conversation, as the choice of words directly signals either politeness or impoliteness toward the interlocutor (Katadata, 2024).

As a member of the younger generation, the writer is motivated to conduct this research to safeguard the Helangdohi language from extinction. In an era of rapid globalization and industrialization, foreign cultural influences and dominant national languages easily permeate Indonesian society, often displacing local dialects. This shift poses a significant threat to unique linguistic markers, such as the address terms 'Mo' and 'Go', which risk fading away as younger speakers increasingly adopt more dominant or modern languages.

Specifically, two key phenomena contribute to this language shift in Helangdohi. First, many parents now encourage their children to speak Indonesian or English, believing it grants them better educational and socioeconomic opportunities. Second, younger community members who continue to speak native Helangdohi address terms are often perceived as outdated, leading to a decline in the daily usage of traditional honorifics.

Studying the address terms of Helangdohi is crucial because these terms reflect the community's social structure, respect patterns, and cultural values. For instance, the phrase "*Mo h'wai?*" (Who are you?) utilizes the term '*Mo*' as a second-person address form to signal respect or specific social distance. Examining these terms provides insight into how social hierarchies and interpersonal relationships are maintained within the speech community.

The writer selected Helangdohi Village in the Pantar District of Alor Regency as the research site because the vast majority of its residents are native speakers, ensuring a rich and authentic source of linguistic data. Inhabitants of Helangdohi Village rely on their native language for daily communication, making it a primary site for observing local address systems. To maintain a clear research focus, this study is limited to the residents of Helangdohi Village as the primary participants. The scope specifically examines four categories of address: pronouns, kinship terms, titles, and ranks. These categories were selected because they represent the most frequent linguistic markers used by the community in their everyday social interactions.

To analyze these linguistic phenomena, this study adopts the sociolinguistic framework proposed by Kridalaksana (2008) alongside Poedjosudarmo's principles of speech levels. These theories provide suitable frameworks for categorizing address forms and understanding the underlying factors influencing their usage in the Indonesian and local language context. Based on this rationale, the writer is interested in conducting a research entitled **“Helangdohi Terms of Address in Pantar District of Alor Regency.”**

1.2 Research Problem

Based on the background of the study, the writer wants to investigate how the terms of address used by people in Pantar district. The questions are as follow

1. What are the terms of address used in the Helangdohi dialect by the speech community of Helangdohi Village, Pantar District, Alor Regency?
2. What social factors affect the choice and use of these terms of address in the Helangdohi dialect?

1.3 Aims of Study

Based on the problems of the study above, the Aims of the study are :

1. To identify and describe the Helangdohi terms of address used by the speech community in Helangdohi Village, Pantar District of Alor Regency.
2. To analyze the sociolinguistic factors affecting the use of these terms of address in Helangdohi Village, Pantar District of Alor Regency.

1.4 Significance of Study

This study provides a foundational reference for future sociolinguistic research exploring diverse contexts or complex linguistic variables.

1.4.1 Implication

This study contributes theoretically to the field of sociolinguistics, particularly in understanding how terms of address reflect social relationships, cultural norms, and hierarchical structures within the Helangdohi community. Using Kridalaksana's (1983) framework on forms of address and Poedjosudarmo's (1979) sociolinguistic theories, the research deepens insights into the function of address terms in social interactions. It also highlights how language functions as a

mirror of social identity, power relations, and cultural preservation, especially in a community with rich linguistic traditions facing threats from globalization.

1.4.2 Application

- 1) For educators, this research serves as a comprehensive resource for applying sociolinguistic concepts in the classroom, specifically regarding the cultural nuances of address terms.
- 2) To long compared For students: this research aims to provide additional knowledge and understanding for English Language Studies Program students, particularly those more interested in linguistics, regarding the application of terms of address in society. Because this research is in the field of Helangdohi terms of address, the writer hopes the results can show the patterns of terms of address usage by the people living in Pantar district, of Alor Regency. By analyzing how people address each other, the writer hopes that the community better understand how to address someone in order to convey status and function when using terms of address in the communication process. Especially for the people living in Alor regency, Pantar district, Helangdohi Village, who may read this thesis later, the writer hopes this research can make them aware that the Helangdohi language has many terms of address that need to be preserved.
- 3) For researchers: it is hoped that this study makes a useful contribution as an additional reference for those who wish to conduct further research in this field.