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ADDRESSING TERMS USED IN NATHAN AND NADIA MOVIE

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Abstract This research tried to obtain the result of analyzing address term in Nathan and Nadia Movie by MD Entertainment. In this research, the researchers used descriptive qualitative method that primarily exploratory research. There are forty-three dialogs that represent all the dialogs inside the movie that represent all the address term. So, the chosen dialogs analyzed by put them in the table and divided into each part of kind of address term, there are five types of addressing term, they are : using name, using intimacy, using respect, using kinship and using mockery name. the analysis result from this study, The types of addressing term score showed that each types of addressing terms present different score. The types of addressing term commonly used are addressing terms using kinship name 36,59%. Then it is followed by addressing terms using name which presents 24,39% and then followed by addressing term using intimacy present 17,07% and addressing term using mockery name present 17,07%, and the least used is addressing terms using respect name presents 4,88%. The researchers concluded that addressing terms using kinship name is the most and frequently used.

Keywords: addressing terms, movie

1. INTRODUCTION

Addressing term is one of the important tools of communication which is used in society. Kinds of basic rules of the addressing terms are social class, age, sex, profession, marital status, politeness and other related aspect. The speaker uses addressing term to call the person who involved in the conversation. The use of addressing term depends on the addresser and addressee's relationship, the social status or individual involve in the conversation, the situation and purpose of the conversation.

Actual rules of address in a society are as complex as the society itself. Someone may address the same person in different ways. It is due to social context. In addressing, the speaker usually use address terms to call each other during the conversation. The speaker also uses different style in addressing someone.

In the book *An Introduction to Sociolinguistics* written by Wardaugh, expressing in sociolinguistics there is a part called the addressing term. Addressing term is a rule in society that uses the way someone talks to the same person but asks for something different. During a call, the caller has a separate style and usually uses the addressing term for mutual calls during a conversation.

Rifai and Prasetyaningrum (2016) entitled "A Sociolinguistic Analysis of Addressing Terms Used in Tangled Movie Manuscript". Showing that the results of the research there are five types of addressing terms used in Tangled movie scripts, such as the addressing term using name, addressing term using kinship name, addressing term using intimacy name, addressing term using respect name, and addressing term Using mockery name.

The purpose of this research is to obtain the types of addressing term in this movie, the researcher uses descriptive qualitative method taken from the dialogue spoken by the characters in Nathan and Nadia movie.

2. RESEARCH METHOD

This study will be conducted to find out the answer of two research problems. First, to find out the types of addressing term used in Nadia and Nathan Movie. Second, it is to find out the addressing term are frequently used in Nathan and Nadia movie. Based on the research questions and objectives of study, the appropriate research design of this study will be qualitative research. To conduct this research, the researcher will employ descriptive qualitative research method. It is type of research which does not use any calculation or numbering. In conducting this research, the researcher uses descriptive qualitative because the data collection in the form of utterances which are taken from the dialogue between the participants in the movie.

In this research, the researcher collect the data of address terms from the transcription of the movie which is considered to reflect social reality, interpersonal relationships in different situation will be portrayed variously. The data of this research are all sentences that contain address terms found from the transcription of Nathan and Nadia movie

This research used descriptive qualitative research, because this research intends to find out the type of addressing term used in Nathan and Nadia Movie. To collect data,

the researchers use the observation method to obtain appropriate dialogue. Before analyzing and collecting data for this research, there are several steps that must be taken, researchers must watch the movie first, observe all terms of addressing terms in Nathan and Nadia Movie, then the data analyzed

Technique of collecting data is the strategic way in the data research because the main objective from the research is gaining the data. Without knowing the technique of collecting data, the researcher will not get data that is fulfill the standard of set in data. In collecting the data, the researcher employed a note-taking technique. Note-taking technique is the practice of writing down or otherwise recording key points of information

According to Sugiyono (2015), data analysis is an activity after data from all respondent or other data sources are collected. Data analysis is a process of finding and arranging systematically the data found from interviews, field notes, and documentation. Data analysis is the most important thing to do in a research. Data analysis in this research involves categorization. The categorization will be based on the theory of addressing terms (Rifai and Prasetyaningrum 2016).

There are some steps to collect the data conducted by the researcher:

1. Watching Nathan and Nadia movie comprehensively to get deep understanding.
2. Transcribe the conversation in the movie .
3. Checking the accuracy of the transcription while watching the movie.
4. Selecting and classifying the dialogues of the main character in Nathan and Nadia movie containing addressing terms. (Rifai and Prasetyaningrum 2016).

3. RESEARCH FINDINGS

In this research, the data which are sentences in short dialog or any slice of dialog from the Movie. There are so many dialogs in the movie consist of address terms, but, most of them just a repetition in several parts of dialog. So, the researcher makes (41) dialogs that represent all the address term which exist in the movie. The sentences or dialogs in Nathan and Nadia Movie will be analyzed based on the types of address term.

Tabel 1. Analyzing the Types of Addressing Term

No	Text / dialogue	Types Of Addressing Term
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1	Nathan : itu.. itu kan Karin , kok dia jemput kesini sih.	Name
2	Nathan : Kenapa sih Karin yang jemput gue bukan aldo ?	Name
3	Aldo : kok bisa sih dia ada disini? sumpah gue juga nggak tahu kalo si pinkywinky itu mau jemput lo juga.	Mockery
4	Karin : aduh Nathan kemana sih? Bikin khawatir ajah	Name
5	Karin : my prince chiming kamu kemana sih? Manalagi penumpangnya? Belum keluar lagi	Intimacy
6	Dilan : Delay kali , makanya kan kaka udah bilang, lo ngapain nunggu dia di airport?	Kinship
7	Dilan : awas ajah kalau sampe dia nggak kangen sama lo, lo lupain tuh cowok belagu .	Mockery
8	Dilan : lo mending pulang ke rumah tanta rima lo tunggu dia disana .	Kinship
9	Dilan : lo mending pulang ke rumah tante rima lo tunggu dia disana	Name
10	Aldo : Nathan Heiiii sahabat baik gue udah balik nih ternyata, trus katanya udah jadi chef kondang nih disana?	Intimacy
11	Nathan : gue balik ke Jakarta buat ngembangin karir gue jadi master chef .	Respect
12	Aldo : bukannya lo udah mau di jodohin ama nyokab lo?	Kinship
13	Nadia : Fitri aku belnja ke pasar dulu yah, kamu beres' ajah dulu nggak papah	Name
14	Fitri : iyah Mbak	Kinship
15	Nadia : Bang bentar yah, saya mau carikan yang paling bagus nih	Kinship
16	P.ikan : Neng cuman pegang begini ajah kok marah.	Kinship
17	tanta rima : Ima pokoknya kamu harus cepat-cepat.	Name
18	Nathan : emang sial tau nggak gue ketemu Cewek bawel kayak lo	Mockery

19	Vina : Ibu , tapi aku perlu peralatan make up itu!kalo misalnya nggak ada, aku ngga bisa nge-vlog	Kinship
20	Nadia : maaf yah Vina tapi aku tuh nggak butuh terkenal kok	Name
21	Nadia : Adekk sayang, kamu pakai uangnya untuk beli peralatan <i>make up</i> yang kamu perlu	Kinship
22	Nadia : Adekk sayang, kamu pakai uangnya untuk beli peralatan <i>make up</i> yang kamu perlu.	Intimacy
23	Nathan : Mama ... aku kangen banget sama mama	Kinship
24	Tanta Rima : Bibi ambilin P3K cepatan	Kinship
25	Karin : Hai sayang	Intimacy
26	Karin : Happpp!!!! Lalu ku tangkap, Nathan my baby	Intimacy
27	Karin : My honey kamu tahu nggak tuh yah, aku tuh bisa nggak tidur tau nggak sih, galau , nagis , baper karna aku kangen banget sama kamu	Intimacy
28	Om Dimas : Papi yakin kalian kalian berdua sangat berjodoh.	Kinship
29	Tante Rima : hai Mas Dimas	Kinship
30	Nathan : kan cewek cantik itu harus dijagain biar nggak ilang	Intimacy
31	Nathan : Ariel tolong kasih pasta ini kemeja nomor 15 yah	Name
32	Dilan : lo kemana ajah? Pasta itu eranya udah lewat Men	Kinship
33	Nathan : Jangan lupa, yang punya hotel ini bukan cuman Bokap lo.	Kinship
34	Nadia : kalian berdua cocok, sama-sama cowok kejam	Mockery
35	Nathan : cewek menye-menye kayak gitu, bukan tipe aku banget tau nggak ?	Mockery

36	Aldo : heh bro , sekarang tuh jamannya medsos tau nggak ?	Kinship
37	Anak-anak: mentang-mentang badan lo gede, gue bilangin bapak gue lo	Kinship
38	Nadia :iyah, saya mau ganti kartu ATM saya Pak .	Respect
39	Ani : nama gue Ani	Name
40	Ani : nama hits gue Anike , usia 18 tahun asal dari Bandung	Name
41	Nathan : cewek stress ,tapi udah pergi nggak tahu kemana	Mockery

Table 1 showed that the researchers classified the data based on the types of the addressing terms used in the movie, there are forty-one dialogs that represent all the types of addressing terms. There are five types of addressing terms namely : kinship, mockery, name, respect, and intimacy.

Table 2. Types of Address Terms

No	Types of Addressing Term	Number	%
1	Name	10	24,39%
2	Kinship	15	36,59%
3	Intimacy	7	17,07%
4	Respect	2	4,88%
5	Mockery	7	17,07%
Total		41	100%

Table 2 showed that each type of addressing terms present different score. The types of addressing terms using kinship name present 36,59%. Then it is followed by addressing terms using name which presents 24,39% and then followed by addressing term using intimacy present 17,07% and addressing term using mockery name present 17,07%, and the least used is addressing terms using respect name presents 4,88%. It meant that addressing terms using kinship name is the most and frequently used.

4. DISCUSSION

In analysis of the dialogue in Nathan and Nadia movie, it can be found that all the types of addressing terms are exist in the movie. Actually there are five types of addressing terms in the movie, they are: using intimacy, using mockery, using respect, using kinship, and using name.

Table 1 presented the dialogue in Nathan and Nadia movie, there are forty-one data that present the types of addressing terms in the movie, there are 10 data that present addressing term using name, like : Nathan, Nadia, Ani, Fitri, Ima, Vina. And then addressing term using kinship present 15 data in the movie such as : mama, om, tante, kaka, adek, bro. And addressing term using respect present only 2 data in the movie , that is : pak and master chef. While addressing term using intimacy present 7 data that used in the movie like : my honey , my baby, my prince it's called intimacy because it use word "my" which shows that it's intimacy. And the last is addressing term using mockery present 7 data in the movie, it is called mockery because the people or the character in the movie use the word mockery like : pinkiwinky, cewek menye-menye, bawel. It's used to mocked each other.

Table 2 represented the types of addressing terms. The types of addressing term score showed that each types of addressing terms present different score. The types of addressing terms using kinship name present 36,59%, means that addressing terms using kinship name is the most and frequently used. Then it is followed by addressing terms using name which presents 24,39% and then followed by addressing term using intimacy present 17,07% and addressing term using mockery name present 17,07%, and the least used is addressing terms using respect name presents 4.88%.

5. CONCLUSION

Based on the result of analysis in the chapter before, the researcher summarizes the conclusions as follow:

1. There are five types of addressing terms based on the result of the analysis, they are: addressing term using name, addressing term using kinship name, addressing term using respect name, addressing term using mockery name and addressing term using intimacy name.

2. The types of addressing term score showed that each types of addressing terms present different score. The types of addressing terms using kinship name present 36,59%. Then it is followed by addressing terms using name which presents 24,39% and then followed by addressing term using intimacy present 17,07% and addressing term using mockery name present 17,07%, and the least used is addressing terms using respect name presents 4.88%. It can conclude that addressing terms using kinship name is the most and frequently used.

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