

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of the ways to make a communication run well is to use appropriate address terms. Someone can avoid misunderstanding in addressing others by knowing someone's social status, age, gender and race. There are several ways on how people address others such as by using first name, last name, title, nickname, etc (Wardhaugh 2006, p. 267). Therefore, people need to know how to address someone by using proper address terms.

The use of address terms is also different in each community. It depends on the social and culture of the community and where they belong to. Culture is the cause of the different forms of address terms in a community. Therefore, speaker has their own way to address interlocutor.

Address terms are also known as the words or phrases used for addressing someone (Braun, 1988, p.7). The choice of the right address terms is very important to maintain good communication. The selection of address terms also determines a person's level of politeness. Every option used in addressing someone determines the situation and relationship between speaker and addressee. For example, one of dialogue in *A Rose for Emily* by William Faulkner (1930) shows the use of address terms. Miss. Emily said:

“See Colonel Sartoris. I have no taxes in Jefferson.”

(Faulkner, 1930, p. 2)

From the example above, Miss. Emily addresses her interlocutor by using title “Colonel”. It shows that Miss. Emily can choose proper address terms because the

interlocutor is city authority which has more power than her as civilian. Miss. Emily also shows her respect to the interlocutor by using title “Colonel” as form of address terms.

In starting the act of communication, the speaker correlates speech act with situation, the social role of the interlocutor and consider the personality of the interlocutor and the atmosphere of communication. In linguistics, this action is the research object of linguistic pragmatics, particularly in the speech act theory. Address terms can relate to speech act because address terms are attributes of speech act. Address terms is also one of necessary components of verbal communication. Address terms are special communicative units that attract the attention of the listener and reveal the speaker's attitude to the interlocutor. Address terms has some functions such as to show politeness, to attract people, to claim solidarity and also to change type of speech act from command to request. If the speaker can use proper address terms, it can be successful communication between speaker and interlocutor.

Every language has a way of using address terms because language cannot be separated from the society where the language exists. People who are not members of the same community will have a hard time understanding the ground rules of how to use the address terms of other languages and cultures. These days, many people do not care about the rules and functions of using address terms. Therefore, the use of improper address terms becomes one of the problems for many people and it will be the researcher's concern to go deep into this phenomenon.

This research focuses on the informal use of address terms by Americans. The data in this research is taken from YouTube video. The video contains entertainment content such as social experiments and pranks. Therefore, the location and situation of using these address terms in public places are one of the concerns in this research.

Address terms are used in daily communication, and we can also find it in YouTube. YouTube becomes popular platform nowadays because YouTube facilitates people to share their videos such as vlog videos, gaming videos, review videos and also for entertaining like prank videos. In this research, researcher wants to analyze the use of address terms in That's Epic. That's Epic is a famous YouTube Channel that shows about pranks and social experiments in America. This YouTube channel has six million subscribers and also six hundred thousand followers on Instagram. Juan Gonzalez is the man behind That's Epic or the creator of That's Epic. Most of That's Epic's prank videos and social experiments are made in public places such as street, park, café, store and etc. Therefore, Juan Gonzalez is always pranking people that he does not know before and pranking people randomly. It causes many variations of address terms which are used by Juan Gonzalez and the people who is being target of the prank.

In this research, the writer aims to find the types and functions of English address terms used in That's Epic's reality show. This research is expected to contribute to the study of address terms by inspecting the majority of English address terms used in informal situations on That's Epic reality show. Therefore, this research helps to improve the understanding of types and function of address terms in informal situations.