

THE ANALYSIS OF ADDRESS FORMS REFLECTING RACIAL DISCRIMINATION IN THE HELP MOVIE

ABSTRAK

Kajian ini mengenai kata sapaan (address forms) yang digunakan oleh karakter-karakter dalam film *The Help*. Tujuan penelitian adalah mengkategorikan kata sapaan dan menemukan dimensi sosial (social dimension) yang tergambar dari penggunaan kata sapaan tersebut. Data diambil berdasarkan isu diskriminasi rasial yang terdapat pada percakapan. Pengumpulan data dilakukan dengan menerapkan metode deskripsi berdasarkan penafsiran menurut sudut pandang pengamat. Data dianalisis dengan menggunakan metode peraturan dan sistem karakter sebagai partisipan yang dikemukakan oleh Ervin Tripp (1967). Penulis menerapkan teori kata sapaan yang dikemukakan oleh Wardhaugh (1986) dan dimensi sosial oleh Holmes (1992) dan didukung dengan teori konteks yang dikemukakan oleh Hymes (1972). Dari 131 data, kata sapaan gelar muncul 23 kali (18%), nama depan 53 kali (40%), nama panggilan 21 kali (16%) dan kombinasi gelar dan nama belakang 7 kali (5%) serta kombinasi gelar dan nama depan 27 kali (21%). Pemilihan kata sapaan tersebut dipengaruhi oleh unsur diskriminasi ras antara majikan berkulit putih bangsa Amerika dan pembantu berkulit hitam bangsa Afrika yang terkandung dalam percakapan seperti, penanda situasi, status jabatan, identitas, dan hubungan generasi. Hal ini berkaitan dengan teori kekuatan dan solidaritas dimana adanya perbedaan status antara pembicara yang mengakibatkan pemilihan kata sapaan yang berbeda satu sama lainnya. Sedangkan dimensi sosial yang digambarkan dalam penggunaan kata sapaan tersebut mengacu pada hubungan yang berskala sosial, status, formalitas dan referensial afektif. Konsep SPEAKING membantu kita dalam menganalisis data secara detail. Pada kesimpulannya, pemilihan kata sapaan oleh partisipan menggambarkan siapa mereka dan status hubungan sosial yang mereka miliki.

Kata kunci: kata sapaan, dimensi sosial, konteks.

ABSTRACT

This study was about the address forms used by the characters in The Help movie. The objectives of the analysis were to categorize the address forms and find out the social dimension which is reflected by the use of the address forms. Data are taken by the issue of racial discrimination contained in the conversation. The data collection is done by applying the method descriptions based on interpretation according to the observer's point of view. Data were analyzed using methods of rules and system of figure as a participant put forward by Ervin Tripp (1967). The writer applied the address forms theory proposed by Wardhaugh (1986) and the social dimension by Holmes (1992) and supported by the context theory proposed by Hymes (1972). From the 131 data, the address forms of Title (T) appears 23 times (18%), First Name (FN) 53 times (40%), 21 times (16%) of Nickname (N) and the combination of Title and Last Name (T+LN) 7 times (5%) and a combination of the Title and First Name (T+FN) 27 times (21%). The address forms selection was influenced by elements of racial discrimination between the upper social class and lower social class such as the employers who white people of American and the helpers who black people of African. It contained in the conversations, such as; status marked situation, rank, the identity, and ascending generation. This related to the theory of power and solidarity which the difference in status between the speakers determined in the address forms selection from each other. On the other hand, the social dimension is illustrated in the use of the address forms referred to social distance scale, status scale, formality scale and affective and referential function scale. SPEAKING concept (Setting, Participant, End, Act, Key, Instrument, Norms and Genre) helps us in analyzing the data in detail. In conclusion, the address forms selection by participants describes who they are and the status of their social relationships.

Keywords: address forms, the social dimension, context.