

The Factors Influencing the Use of Address terms in English and Gorontalese: A Sociolinguistic Analysis

Aryati Hamzah

Bina Mandiri Gorontalo University

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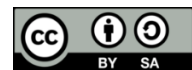
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ABSTRACT

Communication plays a vital role in human interaction, enabling the exchange of ideas, feelings, and thoughts. In conversation, address terms reflect linguistic and social dynamics, signifying relationships, social status, and cultural norms. This study contrasts the use of address terms in English and Gorontalese within sociolinguistic contexts, focusing on factors influencing their application: situational context, marital status, and emotional expression. A descriptive qualitative method with contrastive analysis was employed, drawing data from literature, Gorontalo linguistic sources, and English interactions. Findings reveal that in formal settings, Gorontalese speakers utilize titles and Indonesian language for respect, while English speakers rely on terms such as "Mr.," "Mrs.," and combinations with job titles. Non-formal contexts in Gorontalo involve kinship terms like "Baba" and "Mama," whereas English uses pet names or nicknames. Marital status influences address terms, with Gorontalese speakers assigning specific nicknames for married individuals, while English speakers use titles like "Mrs." Emotional factors also affect usage; in Gorontalo, affectionate terms with varying intonations convey emotions, including anger, contrasting with English's consistent address terms. The study underscores the importance of address terms as cultural markers, highlighting their roles in fostering social harmony and mutual respect in communication. These findings contribute to a deeper understanding of the sociolinguistic diversity between English and Gorontalese.

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Corresponding Author:

Name: Aryati Hamzah

Institution: Bina Mandiri Gorontalo University

Email: Aryati.hamzah@ubmg.ac.id

1. INTRODUCTION

A human being is a social creature which has the nature of living together, associates and communicates to one another. Communication plays an important role in human activities. With communication, people can exchange ideas, feelings, wishes or thoughts with others. One of the ways in doing communication is

conversation.

In conversation, people use language to communicate with one another in order to deliver their message and explain what they want to say. Language as a communication tool is a set of systematic and systemic systems [1]. When people use language, they do more than just try to get another person to understand the speaker's thought and feeling. At the same time, they

use language in subtle ways to define their relationship to each other, to identify themselves as part of a social group and to establish the kind of speech event they are in [2].

People consciously or unconsciously show their identities, tendencies and belongings to a specific culture or group to become close or distant from others. A significant linguistic area in which all these functions are highlighted is address term. It is a system that follows the language elements that mark the difference in the status and role of participants in communication with language [3]. Therefore, we will address, accost or mention our interlocutors with certain terms by considering certain aspects.

In English, one person's name consists of two parts at least; the last part is the family name. Habitually, we call people by their first names, for instance John, Robert, Christina and so forth. From these proper names will appear other terms used by other people as the address term, such as Your Honour, Professor, Buddy, Brother, etc. These terms are used in certain situations and by certain people, especially in terms of politeness in conversation. The use of different address can be observed through the lives of a particular community.

Address term is also a word or phrase from the speaker to the hearer in conversation process. It is determined by several factors, such as gender, age, position, award, manner and kinship. The use of address term is based on the prevailing convention in a society. Every language knows the address term that is used only to confine the user of particular language in community [4].

Indonesia, for example, has many local languages as it consists of many provinces where each province has their own languages. Local languages are usually used in conversations among local communities and only those who understand the meaning of the language [5]. As we know, local language is one of the many components of culture in our nation. Therefore, it must be kept alive and

preserved by the people who use the language or the interested parties.

One of the examples of local language in Indonesia is Gorontalo used by the people of Gorontalo. Gorontalo is the 32nd province in Indonesia. Previously, it was district and municipality of North Sulawesi. It consists of five districts and one municipality; they are Boalemo, Pohuwato, Bone Bolango, Gorontalo, North Gorontalo and Gorontalo City.

Gorontalo language serves as a communication tool in family and society, especially for people in the village. When it is outside their neighbourhood, they will use Gorontalo if they know each other. However, if they do not know, they will use Manado's dialect or Indonesian language. There are three languages known by the Gorontalo people; they are Gorontalo, Suwawa language, and Atinggola language. The development process of Gorontalo is more prominent than other languages in Gorontalo, so it is better known by people of Gorontalo. Currently, it has been influenced by Indonesian language and Manado's dialect [6]–[8].

For Gorontalo people, the address term is very important to build kinship and to respect each other. [9] explains how important the address term for Gorontalo people as follow:

“Masyarakat Gorontalo sangat menghargai tutur sapa dan cara memanggil seseorang. Mereka enggan memanggil nama seseorang walaupun teradik sekalipun”.

From the definition above, we can conclude that Gorontalo people really appreciate how to address someone, although she/he younger than the speaker. However, the differences in culture, context and social status between the speaker and the hearer usually cause misunderstanding in using the word, phrase, name or title. Based on that reason, the researcher wants to conduct a contrastive study in the field of sociolinguistics, especially about the aspect that influence the use of address terms in daily communication. It is hoped that from this research, the researcher will find the

differences and similarities of address terms between both languages as well as the aspects that tend to influence the use of address terms in English and Gorontalese.

2. RESEARCH METHOD

2.1 Method

The research methodology is a set of rules, activities and procedures use by the author. The methodology is also a theoretical analysis of a method. The kind of research method use in this thesis is descriptive qualitative by using contrastive analysis. [10] says that this method is often called naturalistic method because the object of the qualitative research is natural object or natural setting. Natural object is an object that naturally without being manipulated by the research.

2.2 Data Collection

Research method is the way researchers use in the research data collection. It can be said that the research methods are methods used to collect the data needed in the research. Therefore, in order to collect the data about address terms in Gorontalo language, the researcher will ask the information and read some books, articles and previous research that are relevant with the title. Besides, about the address terms in English, it will be done by library research and watching English movie

2.3 Data Analysis

After collecting the data, the researcher will analyze them by use some procedures of data analysis. The procedures are: Transcribing the collected data, Describing the forms of address terms in English and Gorontalo language, conducting contrastive

analyses of address terms in English and Gorontalo language based on their situational, marital status, and emotional.

3. RESEARCH FINDING

Address terms are linguistic items used in English and Gorontalese to identify the social meanings of speaker and hearer interaction. The relationship between the speaker and the hearer or the addresser and the addressee can be like family or non family relationship. In that relationship, the speaker should be carefull to choose the terms of address used in communication. Language choices or address terms are very important in communication because speakers and hearers should understand each other. In Gorontalese, it is essential to address other people by looking at their social status, age, and family relationship.

4.1 Results

1. The use of Address terms based on Situation

Kinds of address terms can appear in every communication and can be decided by social status, age, gender, family relationship, and the most important thing is situational factor or atmosphere. Situational factor here is like: in formal and non formal situation.

a. Formal Situation

Generally, in formal situation like at school, library, office, people address other people by looking at their age, social background, and social status. Here is the example of the interaction between a librarian and a student:

Librarian: *Pian*, tolong bawa buku itu kesini
(Pian, please bring that book here.)

Student: *Iya pak*
(Yes Sir)

Then, here is the conversation between a head of the office and his employee who wants to invite him to attend a meeting.

Employees: *Pak*, diundang keruang rapat karena rapat mau dimulai.
(Sir, you are called to go to the meeting room because the meeting will began)

Leadership: oh.. iya saya akan kesana
(oke, I will go there.)

Two conversations above are delivered in Indonesian language because in formal situation Indonesian language should be used. In addressing or asking students to do something, librarian usually uses student's first name or nickname and student addresses the librarian using the term *Pak* or *Bu*. Sometimes they also use *Pak* or *Bu* + *nickname*. Moreover, in the office people also usually use the term *Pak* or *Bu* to address their head of the office as a polite term.

In Gorontalo, when someone meets people who have different (or higher) social status (than the speaker), they always use Indonesian language (in formal situation). They also address them with occupation term which related to *job title* (e.g. *Dokter*, *Suster*, *Bos*, etc), *general title*

(e.g. *bapak*, *pak*, *bu*, *ibu*), and combination of *general title* and *job title* (e.g. *Pak Hakim*, *Pak Camat*, *Bu Dokter*, *Bu Guru*, etc).

Whereas, if the hearer has higher social status than the speaker, he/she usually use the second pronoun "*tingoli*" after or before his/her job title as a polite term. For example, when a man asks a village chief about the meeting, he says: "*Ayah, jayilo na'o de rapat tingoli?*" which means "Sir, you do not go to the meeting?".

However, if the speaker is older and has lower status than the hearer, he/she usually address him/her without second pronoun, for example: *Komdan, londo utonu?* which means *Lieutenant, where do you come from?*

On the other hand, in English, people use the address terms like *Mrs*, *Mr*, *Sir*, *Madam*, *Miss*, and combination of *general title* and *job title*, e.g., *Mr. President*, *Mr. Professor*, *Mrs. Governor*, and so on. The difference is in Gorontalo, people do not use nick name, short name or last name in formal situation. However, in English someone can use *Mr. Krum*, *Miss Granger*, and so on to address someone in formal situation.

b. Non-Formal Situation

In non-formal situation, Gorontalo people usually address their family members with kinship address terms, like: *Baba*, *Papa*, *Mama*, *Nana*, *Tata*, *Kaka*, *Nene*, *Apu*, *Dotu*, and so

on. Sometimes young people, such as students use "Pak/Bu" to address their teacher. However, for English teacher they use *Mr*, *Mrs*, or *Mam*.

In non-formal situation, people should be clever to choose the right terms for addressing someone. People must know when to use pronoun because Gorontalese has two classes of pronouns, they are polite and impolite pronouns. For example, if we speak with our mother and we address her: "*Mama, jamo tali uponula yi'o?*", it means *Mom, don't you want to buy fish?* The term *Mama* here is polite pronoun. However, the terms "*yi'o*" is an impolite pronoun if we use it to address old people or to young people who have higher social status than us.

Sometimes when a speaker addresses other people outside family relationship, he/she usually addresses them by "*Om*", "*Pak*", "*Tante*", etc. However, most of people in Gorontalo address them based on their skin color, number of siblings in family, and pet name. If they are younger than the speakers, or in the same status with the speakers, they call them with their first name, short name, nickname. It is also used to address someone who they know well, e.g *Mamat (Rahmat)*, *Rhey (Rheyvan)*, *Inong*, *Opin*, etc. In the other words, they use these terms because of their intimate relationship. But however, if

they are older than the speakers, they use the terms *Ka'* or *Kaka* and those terms are also used to address unknown people.

On the other hand, in English, especially in non-formal situation, people sometimes use variant address terms, like *Miss*, *Mr*, *Sir*, *Mrs*, *Madam* and combined them with job title, for example: *Mr. President*. They also use first name and nickname to address others the combination of general title + first name/nickname is used to address someone as well, like: *Mr. John*, *Miss Anna*, and so on. They also apply pet name to address someone whom they love. We can see from the interaction between husband and wife. The husband sometimes addresses his wife by using *my love*, *my sweetheart*, *sweetie*, *honey*, and *my lord* (for royal family).

2. The use of Address Terms Based on Marital Status

Another factor that affects the address term is one's marital status. Marital status plays an important role in the use of address term. The term used for married hearers who have children is different from the term used for unmarried hearers.

In English, people usually use the term *Mrs + her husband's first and last name* to address married woman, for example: if her husband's name is John Smith, she is called *Mrs. Smith*. Even though it is now very uncommon for married women to be addressed by their

husband's first or last name, many of them still use it. Besides, the term *Mrs.* is rarely used before a woman's first name, maiden's name, etc., except in formal situation. People also use the term *Mrs.* together with a woman's surname for a divorced woman. If her husband has died, she is called by the term *Mrs.* added with her husband's full name.

However, for the husbands, they can just be called by using Mr. added with their last names, for example: if his name is Robert Brown, he can be called Mr. Brown.

It is similar to what is used in Gorontalo language. In the past, it is taboo to address someone who has married by his/her real name. Based on family agreement, for those who are married will be given certain nickname to address them. It is known as "*Toli*" in which the man (husband) is addressed by the term "*Temei*" while the woman (wife) is addressed by the term "*Tilei*" followed by his/her nephew or niece's name. For example, someone is called *Temei Halida* or *Tilei Halida* because they have a niece named *Halida*.

However, it is rarely used anymore. People address them as usual, like *Ka/Ta* together with their nicknames/short names, if the hearers are older than the speakers. However, if the hearers are younger than the speakers, they usually use their nicknames or short names only. Then, if they are married and have a child, people address them by using the term "*Papa*" or "*Mama*" followed by their child's name (usually their first child's

name). If they have not married yet but they have a nephew/niece, naturally people will address them according to the term used by their nephew/niece. We can see the example below.

Speaker: *Uwa* tonu ko'u ole-
ole londo
Manggasara?
Aunty where
souvenir from
Makassar Where is my
souvenir from
Makassar?

Hearer: Woluwo to bele.
There is at home It is
at home

The term *uwa* here is used by the speaker to address the hearer as the hearer has a nephew and her nephew usually use it to address her. The term *uwa* is derived from the word "*ua*" because she is older than her nephew's mother.

3. The Use of Address Terms Based on Emotional Factor

Another factor that influences the address term is emotional factor. Emotion is shown when we feel happy, angry, etc. In English, when people get angry no changes occur in the address term. They usually use one's last name to address someone who is not close to them. For example, in Harry Potter we can find these sentences:

- a. "It was once my job to think as dark wizards do, **Karkaroff!**"
- b. "I don't give a damn what your father thinks, **Malfoy!**"

The sentences above use one's last name as address term because they are not close to each

other. However, if they are close each other they use one's first name as address term, for example:

Speaker: "Alastor! Alastor! It doesn't end here! We never use transfiguration as a punishment! Surely Dumbledore told you that."

Hearer: "He might have mentioned it."

The conversation above is happened between fellow teachers at Hogwarts. It shows that the speaker uses one's first name to address the hearer because they are close to each other. English people rarely use the aspersion words to address someone. If some people use it, it is because they get influenced by the environment.

In Gorontalo, when people get angry, they usually use the form of aspersion to show that they are angry, for example:

Speaker (mother): *Abalo delo bongulo!*
Slacker get up

Slacker, get up!

Hearer (son): *Sabaripo juw.*
Wait juw
(Wait a moment!)

The conversation above shows the anger of a mother because her son does not want to wake up. We can see that she uses the term *abalo* to address her son. It is usually used by people who have low social status or uneducated. If educated people use that address term, it means that they are very angry. However, it is rarely. Gorontalese people avoid using it because it is considered as impolite term, even to the younger people.

Besides, one's first name and short name are also used to address someone when they get angry. They are usually used by younger brother or sister to old brother or sister. If they feel happy or good, they will call them with *kaka* or *taata*.

Moreover, are some people who use affection terms to address other people, like *no'u*, *sayang*, *utii*, *sele*, etc. Surprisingly, it is does not show affection but it indicates anger. The way we can distinguish it is from the intonation they use when they address someone as what are written below:

1. Jaa poitohe boito
u'alolo *noqu!*
Do not play that
food *baby*

Do not waste that food, baby!

2. Delo potuluhulo *uuti!*
Please sleep boy

Please sleep, boy!

3. Jamo dungohu yiqo
botie *sele*, madi nakali!
Do not listen you
this dear, really naughty

(You are really stubborn dear, you are naughty!)

4. Jaa monga *noqu?*
Do not eat baby

You don't eat, baby?

5. Mamo na'o de sikola
uuti?
Will go to school
boy

You will go to school, boy?

The sentences from 1 to 3 are the examples that show anger because they are spoken by different

intonation, although they use affection terms to address someone.

4.2 Discussion

The aim of this research is to analyze and to compare English and Gorontalo address terms used in daily communication. The researcher find some phenomena about address term in English and Gorontalo from the data above.

Address term is one of the observable social phenomena of language used within Gorontalo people. It characterizes and symbolizes the users (speakers and interlocutors) of Gorontalo in all settings of language used. This address terms have its own characteristics which make it different from other Malay communities.

Several factors influence changes in the use of Address Terms, including (1) based on the situation, namely formal and non-formal. In Gorontalo, for formal situations, when someone meets people who have a different (or higher) social status (than the speaker), they always use the Indonesian language. They also address them with occupation terms related to *job title* (e.g., *Dokter, Suster, Bos, etc.*), *general title* (e.g., *bapak, pak, bu, ibu*), and a combination of *general title and job title*. In English, people use address terms like *Mrs, Mr, Sir, Madam, Miss*, and a combination of general titles and job titles, e.g., *Mr. President, Mr. Professor, Mrs. Governor, etc.* In non-formal situations, Gorontalo people usually address their family members with kinship terms, like *Baba, Papa, Mama, Nana, Tata, Kaka, Nene, Apu,*

Dotu, etc. Young people, such as students, sometimes use "*Pak/Bu*" to address their teacher. However, English teachers use *Mr, Mrs, or Mam*. In English, especially in non-formal situations, people sometimes combine variant address terms, like *Miss, Mr, Sir, Mrs, and Madam*, with job titles. (2) Based on Marital Status. In English, people usually use the term *Mrs + her husband's first or last name* to address married women. However, the husbands can just be called by using *Mr*. added with their previous names. In Gorontalo, it is taboo to address someone who has married by their real name. Based on family agreement, those who are married will be given certain nicknames to address them. (3) Based on Emotional. Emotion is shown when we feel happy, angry, etc. In Gorontalo. People usually use pet names with different intonations to address someone, although the hearer is younger than the speaker, for example, between a mother and her son. Besides, one's first name and short name are also used to address someone when they get angry. It is usually used by a younger brother or sister to an older brother or sister.

4. CONCLUSION

There are three aspects that tend to influence the address terms in English and Gorontalo language, namely: (1) The use of address terms based on situation that consists of formal and non-formal situation. (2) The use of address terms based on marital status. (3) The use of address terms based on emotional.

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