

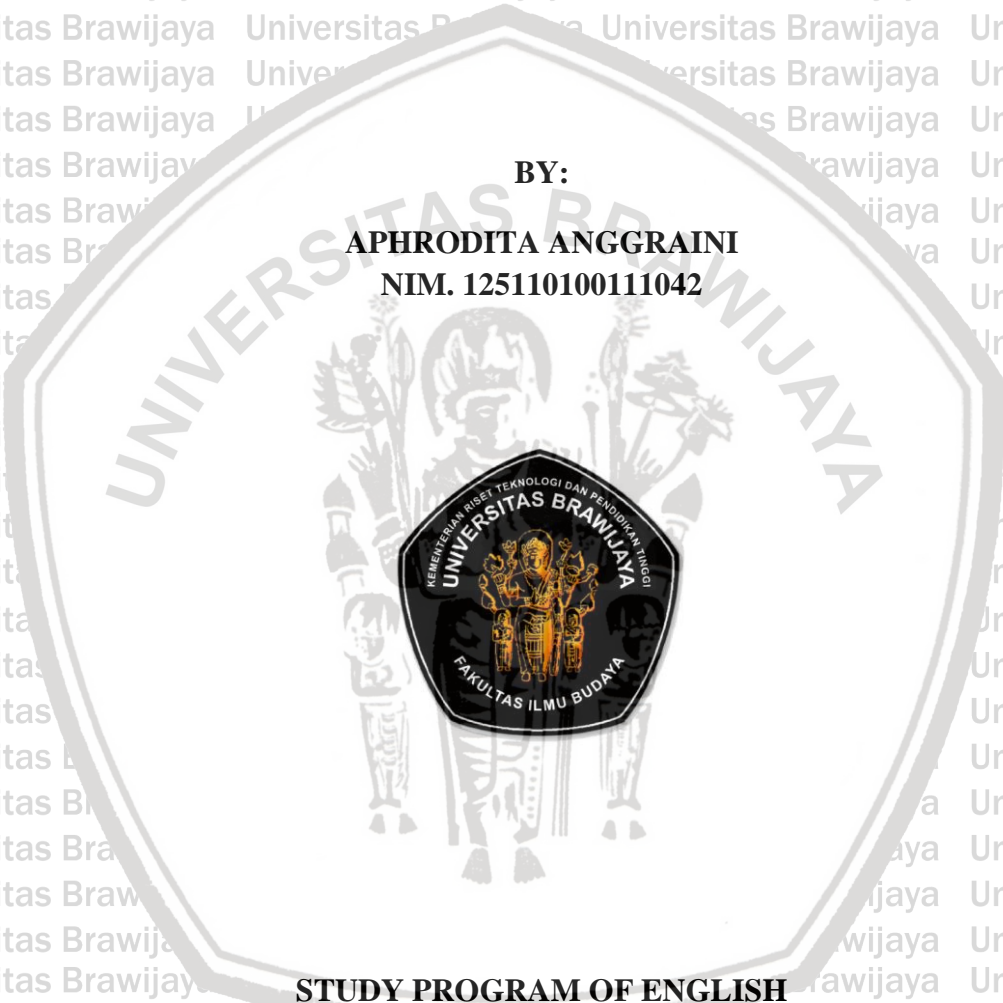
**SOLIDARITY EXPRESSED IN ADDRESS TERM USED BY INDONESIAN
ONLINE SHOPPERS ON INSTAGRAM**

UNDERGRADUATE THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTEMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
BRAWIJAYA UNIVERSITY
2016**

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ONLINE SHOPPERS IN INSTAGRAM**

UNDERGRADUATE THESIS

Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for degree of *Sarjana Sastra*

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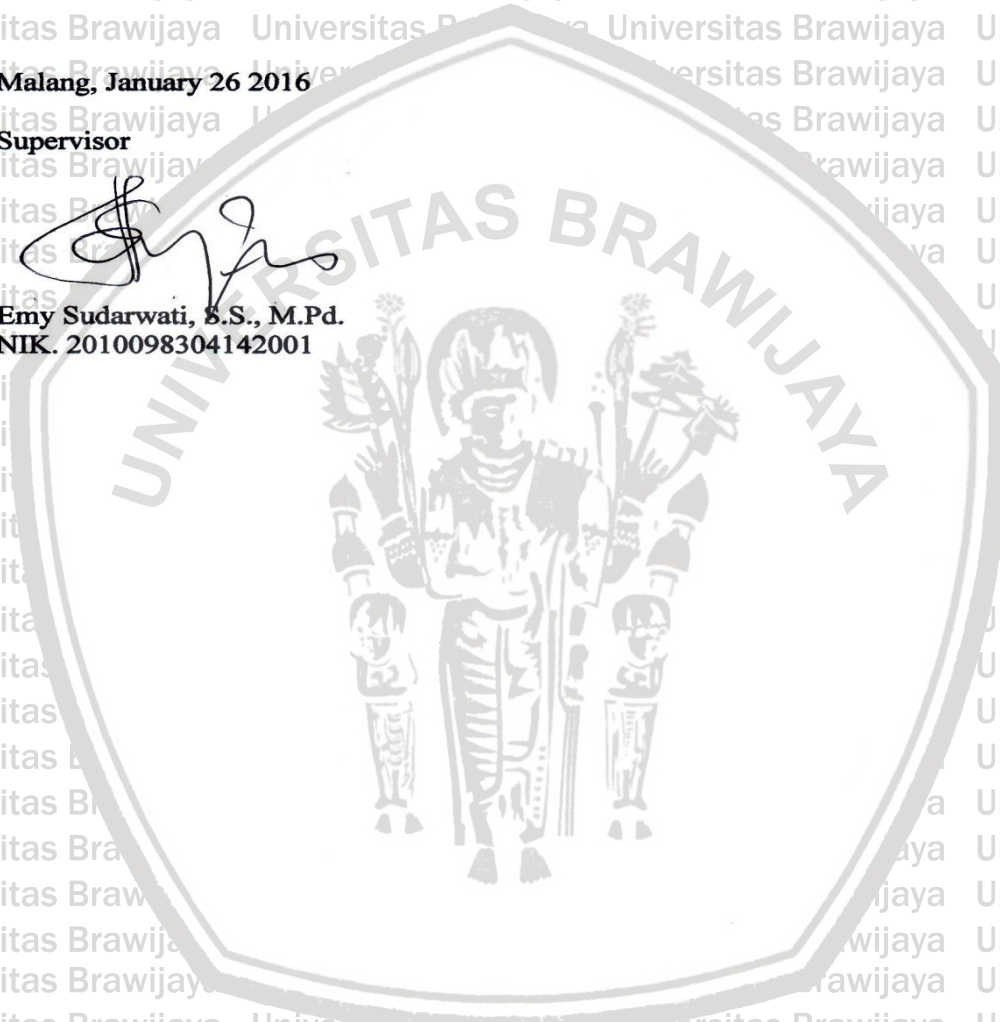
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ABSTRACT

Anggraini, Aphrodita. 2016. **Solidarity Expressed of Address Terms Used by Indonesian Online Shoppers in Instagram**. Study program of English, Universitas Brawijaya. Supervisor: Emy Sudarwati, S.S.,M.Pd.

Keywords: Solidarity, address terms, online shoppers, Instagram.

Language is the tool for communication. In this case, each person has his/her own way to deliver message. When we speak, we must constantly make choices of what we want to say and how we want to say it. In communication people try to maintain good solidarity with others. One of the ways to maintain the solidarity is by using appropriate address term. This study investigates the expression of solidarity in address terms among Indonesian online shoppers in Instagram. In conducting the research, the writer analyzed two problems of the study which are: (1) What kinds of address terms used among Indonesian online shoppers in Instagram are there? (2) What factors triggering the usage of such address terms by Indonesian online shoppers in Instagram? The main theory used as groundwork for this study is from Kridalaksana (1974) and supported by Brown and Gilman (1960), Holmes (2007) and Wardhaugh (2006).

This study uses qualitative document analysis since the writer tries to analyze the transcription of the informal conversation between the seller and the buyer from the capture of testimony in Instagram. The data of this study are in forms of testimony or informal conversation via chatting between the seller and the buyer in Instagram containing address terms.

Based on the study's findings, from 3 (three) kinds of address terms (kinship, title and rank and other) according to Kridalaksana's theory, the writer identifies 12 (two) of them in quantity. There are 6 (six) for kinship (kak, sist, bro and bunda), 2 (two) for title and rank (gan and bos) and 4 (four) for others (say, beb, dear and cantik). The writer also identifies 4 (four) factors triggering the use of address terms among Indonesian online shoppers in Instagram by conducting informal interview with 2 (two) different online shop owners. The identified factors are: to build their customer's sense of comfort and simplify two-way communication between the seller and the buyer; to keep the courtesy to the buyers so as to make them feel well served and appreciated; to create a familiar atmosphere filled with sense of solidarity and intimacy so as to make the buyers more relaxed when talking or ordering; and address terms is used out of consideration for the propriety of speech.

Finally, the writer suggests the next researchers to investigate the other kinds of address terms and the factor which are influencing the use of address terms. The future researcher can also use other objects that are more interesting to analyze for their studies.

ABSTRAK

Anggraini, Aphrodita. 2016. **Ungkapan Solidaritas dari Penggunaan Istilah Sapaan yang Digunakan oleh Toko Online Indonesia di Instagram.** Program Studi Bahasa Inggris, Universitas Brawijaya. Pembimbing: Emy Sudarwati, S.S., M.Pd.

Kata kunci: Solidaritas, istilah sapaan, penjual online, Instagram.

Bahasa adalah alat untuk komunikasi. Dalam hal ini, setiap orang memiliki caranya sendiri untuk menyampaikan pesan. Ketika kita berbicara, kita harus selalu membuat pilihan tentang apa yang ingin kita katakan dan bagaimana kita ingin mengatakannya. Dalam komunikasi, orang mencoba untuk menjaga solidaritas yang baik dengan orang lain. Salah satu cara untuk mempertahankan solidaritas adalah dengan menggunakan istilah sapaan yang sesuai. Studi ini mengkaji ekspresi solidaritas dalam penggunaan istilah sapaan oleh penjual online Indonesia di Instagram. Dalam melakukan penelitian, penulis menganalisa dua masalah penelitian yaitu: (1) Apa jenis istilah alamat yang digunakan oleh penjual online Indonesia di Instagram? (2) Apa faktor yang mempengaruhi penggunaan istilah sapaan oleh penjual online Indonesia di Instagram? Teori utama yang digunakan dalam penelitian ini adalah dengan Kridalaksana (1974) dan didukung oleh Brown dan Gilman (1960), Holmes (2007) dan Wardhaugh (2006).

Penelitian menggunakan analisis dokumen kualitatif karena penulis mencoba untuk menganalisis transkripsi percakapan informal antara penjual dan pembeli dari penangkapan kesaksian di Instagram. Data dari penelitian ini adalah kesaksian atau percakapan informal yang didapat melalui obrolan antara penjual dan pembeli di Instagram yang mengandung istilah sapaan.

Penulis menemukan 3 (tiga) jenis istilah alamat (kekerabatan, gelar dan pangkat dan lainnya) berdasarkan teori Kridalaksana ini, penulis menemukan 12 (dua) jenis istilah sapaan dari tiga kategori. Mereka adalah 6 (enam) untuk kekerabatan (kak, sist, bro dan bunda), 2 (dua) untuk gelar dan pangkat (gan dan bos) dan 4 (empat) lainnya (say, beb, dear dan cantik). Penulis juga menemukan 4 (empat) faktor mempengaruhi penggunaan istilah sapaan yang digunakan oleh penjual online Indonesia di Instagram dengan wawancara informal yang dilakukan dengan 2 (dua) pemilik toko online yang berbeda. Faktor-faktor tersebut adalah: untuk membuat kenyamanan pelanggan mereka dan menyederhanakan komunikasi dua arah antara penjual dan pembeli, untuk menjaga kehormatan kepada pembeli untuk membuat mereka merasa dilayani dengan baik dan dihargai, merasa lebih akrab, solidaritas, intim dan bisa lebih santai ketika berbicara atau perintah dan istilah sapaan bersangkutan dengan kesopanan dalam berbicara.

Akhirnya, penulis menyarankan para peneliti berikutnya untuk menyelidiki jenis lain istilah sapaan dan faktor yang mempengaruhi penggunaan istilah sapaan. Peneliti masa depan juga dapat menggunakan objek lain yang lebih menarik untuk di analisis untuk studi mereka.



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May God bless all of the people whose support help completing this thesis.

Lastly, the writer hopes this thesis can give contribution for the Faculty of Cultural Studies especially the students of English Department in Linguistics concentration.

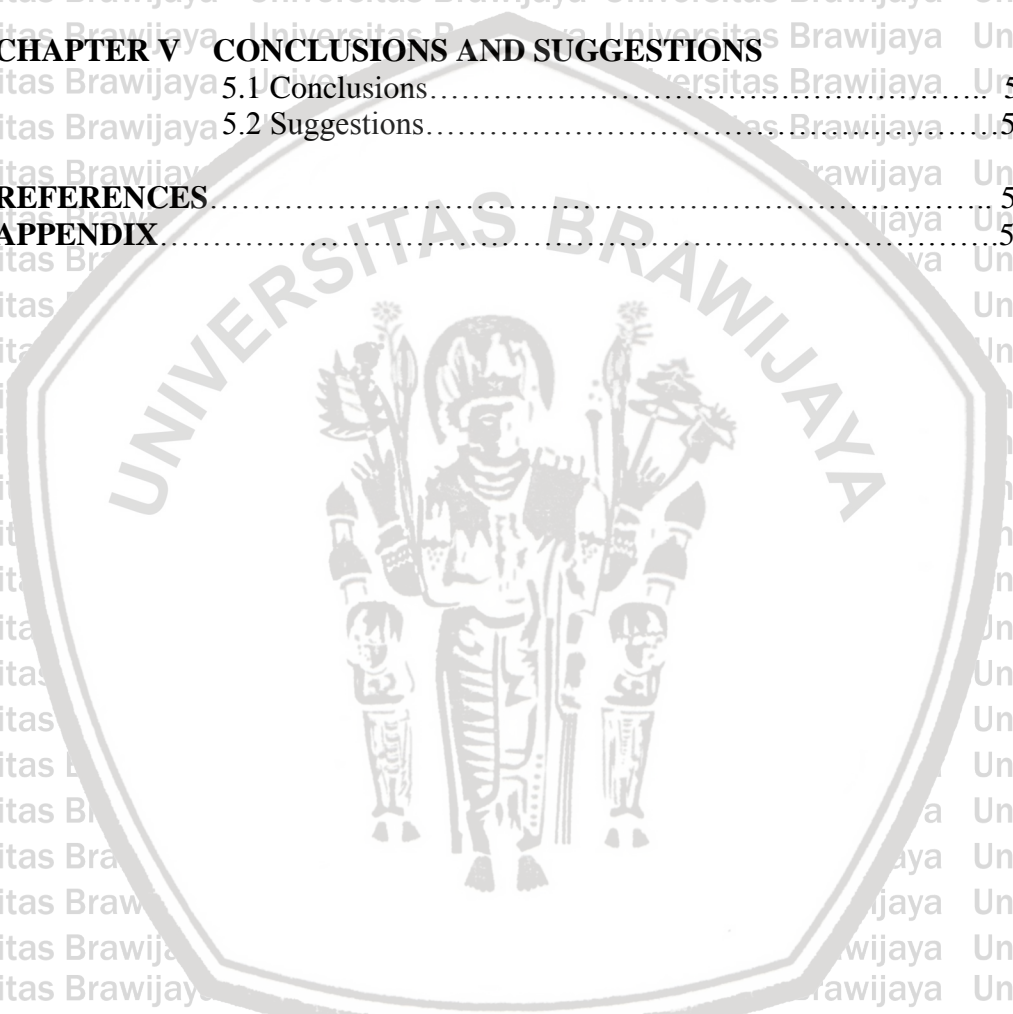
Malang, January 26 2016

The writer

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CHAPTER I

INTRODUCTION

In this chapter the writer discusses some important points related to the area of the research including background of the study, problems of the study, objectives of the study and definitions of the key terms.

1.1 Background of Study

Language is a tool to communicate with others. It is important for us to fully understand the manner/etiquette in how to speak properly. When we speak, we must constantly make choices of many different kinds relating to what we want to say, how we want to say it, and the specific combination of sentence, diction, and tone that best synchronize the what with the who.

In a typical communication, people try to maintain good solidarity with others. Solidarity is a scale of perceived like-mindedness or similarity of behavioral disposition between speaker and addressee deriving from their similar background, acquaintance or personal characteristic, such as sex. In some languages, solidarity affects the choice of expression of social deixis (Brown, R. and Gilman, 1960, p.258).

This is crucial because the way we speak can maintain our solidarity to others through the language we use. One of the ways to maintain our solidarity is by using appropriate address term. For example, during a conversation taking place between

the young and the elderly, the former would more likely be expected to consider the appropriate address term to be used in the subsequent verbal interaction. Another noteworthy example is found during a conversation between people of similar age, wherein both parties tend to use particular address term which can strengthen their solidarity.

Choosing the correct address terms is crucial for initiating an effective and successful communication and has long been considered to be a very salient indicator in measuring the quality of a relationship status. One can use different forms of address to show his degree of respect or fondness towards other people, or alternatively, to insult or depreciate them. How to address people appropriately requires the taking of several factors into consideration, such as the social status or rank of the other, sex, age, family relationship, occupational hierarchy, transactional status, race or degree of intimacy.

There is a general set of rules for choosing appropriate address forms in Indonesia. In terms of address, there are two variations to it, namely Sex Variation.

There are some examples that we can get for the use of address terms based on sex variation. For one, we usually use the address term 'Pak' to refer to senior male during spoken interaction, whether it refers to our male parents, academic teachers/lecturers or other male in general. In the opposite variant, address term 'Bu' is reserved for the female counterparts. Additionally, Indonesians are also known to commonly use address term 'Mbak' and 'Mas' to address slightly older female and male respectively.

Address term itself is one of the most imperative factors in business term. Its usage is self-evident by both the seller and the buyer during online transaction. In recent years, online economic transaction conducted via internet is a business model widely regarded by buyers and sellers alike to be lucrative and viable. The reason is because online transaction offers the customers easy way to shop and convenience in saving both time and money. Online transaction—heretofore referred to as online shopping—has grown in popularity over the years, mainly because people find it advantageous and easy to initiate a transaction from the comfort of their home or office. One of the most appealing factors revolving around online shopping, particularly during holiday season, is its potential capacity to eliminate the need to wait in long lines or browse on multiple stores to search for a particular item.

Presently, many social media are available for use as the alternative, virtual platforms on which the online shopping may take place. Sites like Facebook, Twitter, and Instagram are some of the popular preferences among online shoppers. Instagram (portmanteau of Instant and Telegram) is an online photo-sharing, video-sharing and social networking service that enables its users to take and share their uploaded contents on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. A noticeable perk if we do an online shopping in Instagram is that we can immediately identify the property of transaction via image shared by the seller. Combined with eye-catching captions to complement the image in question, the promotional material increases the chance of the buyer becoming interested in purchasing what the seller has to offer.

In this type of business the way how they use the address terms becomes a pivotal element to consider. Since this business model may sometimes prohibit the live face-to-face interaction to take place, they have to willingly compromise in order to attract and keep the trust of their customer. As a regular customer of the online shop, the writer raises this issue for her research study because the writer has personally conducted several transactions in online shop with varying treatment in the past. In one instance, the seller uses term of address to make their potential buyers feeling comfortable enough to buy their goods, like the seller referring to their potential buyer as “Bro” for male and “Sist” for female. The seller also makes the conversation feels more intimate in order to make the customer feel comfortable while communicating. What will the writer discuss in this study is the way the sellers of online shopping in Instagram use term of address with solidarity.

In conducting this study, the writer obtains some significance, the first one is an expectation to expand the writer’s knowledge of sociolinguistics issues in fields of address term. Through this research, the writer hopes that this study can provide advantages and useful information for the readers, especially in the field of sociolinguistic. The other significance of the study is it can be a point of reference for the next researcher who is interested in the term of address. From the explanation above, the writer is interested to conduct a research about Solidarity Expressed in Address Term Used by Indonesian Online Shop on Instagram by using sociolinguistics theories.

1.2 Problem of Study

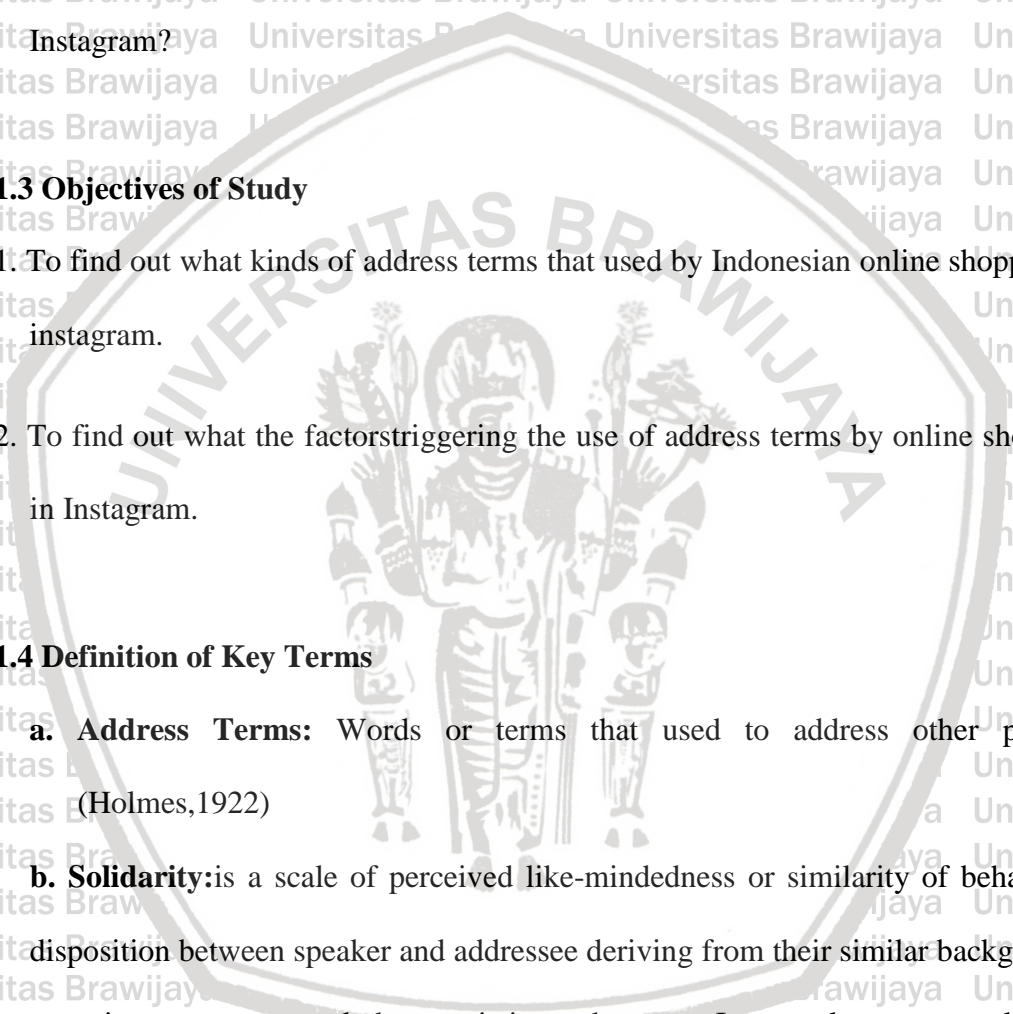
- 1. What kinds of address terms that use by Indonesian online shop in Instagram?
- 2. What are the factors triggering the use of Address Term in Online shop in Instagram?

1.3 Objectives of Study

- 1. To find out what kinds of address terms that used by Indonesian online shoppers in instagram.
- 2. To find out what the factor triggering the use of address terms by online shoppers in Instagram.

1.4 Definition of Key Terms

- a. **Address Terms:** Words or terms that used to address other people. (Holmes, 1922)
- b. **Solidarity:** is a scale of perceived like-mindedness or similarity of behavioral disposition between speaker and addressee deriving from their similar background, acquaintance or personal characteristic, such as sex. In some languages, solidarity affects the choice of expression of social deixis (Brown, R. and Gilman, 1960, p.258).



c. Online Shop: is where a person who sells goods through a computer network or social media in a way to display merchandise and publish images to be viewed by potential buyers. (anonymous)

d. Instagram: Instagram is a social media platform with sharing, editing, photo, and video capabilities. Instagram was founded by Kevin Systrom and Mike Krieger and launched on October 6, 2010.(<http://trackmaven.com/instagram>)



CHAPTER II

REVIEW OF RELATED STUDY

In this study, the researcher reviews some related literature and relevant theories. This chapter is discussed about the theories that related to this study and several previous studies relevant to it.

2.1 Sociolinguistics

There are so many explanation and definition about sociolinguistics. Sociolinguistics is defined as the study that is concerned with the relationship between language and the context in which it is used. In other words, it studies the relationship between language and society. It explains we people speak differently in different social contexts. It discusses the social functions of language and the ways it is used to convey social meaning. All of the topics provide a lot of information about the language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through their language (Jenet Holmes, 2001).

"The first approach, through social groups, seems more fundamental and more closely tied to the genesis of linguistic differentiation.. When we have finished this type of analysis, we may turn to the second approach.. [Thus] we will be able to avoid any error which would arise in assuming that a group of people who speak alike is a fundamental unit of social behavior."(W. Labov ,1966:136-7),

"Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society & has close connections with the social sciences, especially social psychology, anthropology, human geography and sociology." (P. Trudgill (1974: 32, Sociolinguistics).

2.2 Solidarity

According to Brown and Gilman (1960, p.258) solidarity is a scale of perceived like-mindedness or similarity of behavioral disposition between speaker and addressee deriving from their similar background, acquaintance or personal characteristic, such as sex. In some languages, solidarity affects the choice of expression of social deixis. For example the choice between using familiar or polite second person pronouns in many Indo-European languages, such as *tu* and *vous*, indicates the level of solidarity between a speaker and addressee.

In some languages we observe there is a choice of pronouns for the speaker to address the person he/she speaks to. We can find the examples from French: *Tu* and *Vous*. Many languages have a distinction corresponding to the *tuvous* (T/V) distinction in French, where grammatically there is a 'singular you' *tu* (T) and a 'plural you' *vous* (V) but usage requires that you use *vous* with individuals on certain occasions. The T form is sometimes described as the 'familiar' form and the V form as the 'polite' one.

2.3 Address Terms

According to Wardhaugh (2006, p.260) one of some ways to examine the social relationship is by examining the use of naming and address terms. How do we name or address another? By title (T), by first name (FN), by lastname (LN), by a nickname, by some combination of these, or by nothing at all, so deliberately avoiding the problem? What factors govern the choice you make? Is the address process asymmetrical; that is, if I call you Mr. Jones, do you call me John? Or is it symmetrical, so that Mr. Jones leads to Mr. Smith and John to Fred? All kinds of combinations are possible in English: Dr. Smith, John Smith, Smith, John, Johnnie, Doc, Sir, Mack, and so on. Dr. Smith himself might also expect Doctor from a patient, Dad from his son, John from his brother, Dear from his wife, and Sir from a police officer who stops him if he drives too fast, and he might be rather surprised if any one of these is substituted for any other, e.g., ‘Excuse me, dear, can I see your license?’ from the police officer.

In looking at some of the issues involved in naming and addressing, let us first examine practices among an ‘exotic’ people to distance ourselves somewhat from English. A brief look at such a different system may possibly allow us to gain a more objective perspective on what we do with our own language and in our own culture. Knowing and using another’s first name is, of course, a sign of considerable intimacy or at least of a desire for such intimacy.

Holmes (2001, p.271) states that address form is a social marker that is used to call or to address other people to make the addressee to pay attention. He believes

that the way to address people depends on age, sex, kinship, blood relations, and social status which are determined by occupation and education. He also states that in general, people use TLN (Title Last Name or an appropriate kin-term) upwards to superiors and FN (First Name) downwards to subordinates, no matter how well they knew them. Equals used mutual TLN (Title Last Name) with people they did not know well, and they used mutual first name to friends. In addition, some (mainly name) people mutual LN (Last Name) was the norm, there was also a non-reciprocal pattern involving madam/sir upwards LN downwards to subordinates (clean that table, Jono). In this case, Holmes believes that the power is the important to determine what kind of address without using tittle and so on.

Degree of intimacy is one of things that are considered to address people. It can change, depending on how the relationship between the speaker and addressees develop. Another factor that can be considered is age which includes the kinship in address terms within a family. Occupational status usually happens in a working environment and almost in a formal situation. Particular occasion also happens in a formal situation such as discussion, debate and so on. Family relationship or kinship is also considered to address people.

According to Kridalaksana (1974, p.14) address terms is that system which combines set of words or phrases used to refer or to call the subject in language event.

There are nine forms of term of address according to Kridalaksana (1974, p.14):

1. Personal name
2. Pronoun such as *saya* (me), *aku* (I), *kami* (we), *engkau* (you) and *mereka* (they).

- 3. Kinship such as *ayah* (father), *ibu* (mother), *saudara* (sister or brother) and *adik* (young sister or brother).
- 4. Title and rank such as *dokter* (doctor), *guru* (teacher).
- 5. Form of pe + V such as *pembaca* (reader).
- 6. Form of N + ku such as *Tuhanku* (my God).
- 7. Instruction such as *sini* (these), *situ* (there).
- 8. Noun likes *Nona* (Miss), *Tuan* (Mr).
- 9. Zero characteristics such as someone who says: *mau kemana?* (where do you go?) terms of address to person is not mentioned anymore. There is no form, but the meaning is there.

Based on explanation above, the writer use address terms theory based on Kridalakasana (1974) to support the writer in analyzing the data. Besides that, those theories had close relations with topics that is being discussed, that is solidarity expressed on address term used by online shop in instagram.

2. 3. 1 The factors triggering the use of address terms

According to Kridalaksana’s argument, there are two factors that can trigger the use of address terms. The two factors are status and function. The table below consists of address towards the interlocutor in Bahasa Indonesia.

2.3.1.1 Table of Status and Function according to Kridalaksana’s (1974)

Status		Fungsi	
<i>Lebih tinggi</i>	<i>Bapak, ibu, paman, dsb</i>	<i>Kata pelaku</i>	<i>Pe + V pembaca, pendengar, dsb</i>
<i>Sama</i>	<i>Saudara, anda, you, dsb</i>	<i>Pangkat/gelar</i>	<i>Dokter, guru, suster, jendral, dsb</i>
<i>Lebih rendah</i>	<i>Saudara, adik, anak, dsb</i>		

The table above shows that status and function are the main factors contributing to the division of the usage of term of address. Status classifies the interlocutor by the social position attached to them. The age of a person also can be classified as the status.

Furthermore, there is another type of social status and function applied in Indonesian society. For instance, social status attributed by the time one enrolls in college is usually identified in a manner of addressing the person with ‘mas’ or ‘mbak’ in spite of other people knowingly recognize the person’s name. Another social status that can be attained often comes in conjunction with attributed high position in an institution by referring to the person in question as ‘bapak’ or ‘ibu’

To provide more comprehensive reasons on the factors triggering the use of address term, the writer holds an informal interview with the seller on Online Shop platform. The collective result of the interview is then analyzed.

2.4 Previous study

There are three previous studies reviewed by the writer for the purpose of this study. These studies have similar topic with the writer’s study, albeit with differences

are that the writer focuses more on terms of address used by Indonesian online shop in Instagram.

The first is the study conducted by Sulastri (2010) entitled “Javanese Terms of Address (A case study in Manggung Village – Solo)”. In her study, she aims to identify Javanese term of address used by inhabitants of Manggung village, Solo, Central Java. She attempts to ascertain the terms of address revealed in their status in relation to one’s education and occupation. She also analyzes numerous types of politeness used in Manggung village. This study finds there are three categories in term of address. There are two address terms in categories of second personal pronouns, sixteen address terms in categories of kinship and also ten address terms in categories title and rank.

The second one is Anjarsari’s (2015) “An Analysis of New Yorker Address Terms Depicted in How I Met Your Mother TV Show”. This study analyzes the usage of address terms in TV Shows by deciphering the conversation between minor and major characters to investigate the factors of address terms and analyze ethnography of speaking from the conversation. The study finds 67 New Yorker address terms used in How I Met Your Mother TV Shows as major pattern of address terms. The major pattern included First Name, Title Last Name, and various pattern such as title, kinship terms and multiple names. In addition, there are several factors found such as age difference, occupation difference, sex difference, kinship, and degree of intimacy. This study proves that American English has first name

orientation in addressing people. This study's groundwork is based on Brown's and Levinson's theory.

Lastly, the reviewed study is conducted by Putri (2014) with the title "The Terms of Address Used by Javanese Santri (A Case Study In Darul 'Ulum Islamic Boarding School, Jombang)". This study focuses on identifying transcription of direct interview and the daily conversation produced by male and female Javanese santri.

This study conducts thorough investigation concerning the use of address terms in Darul 'Ulum Islamic Boarding School by using Kridalaksana's and Sadtono's theory.

This previous study possesses some similarities with this research, namely the theory by which the data are analyzed is based on Kridalaksana's and Sadtono's theory, and both studies implement method of qualitative research. In addition, this study also determines what factors affecting the use of address term amongst buyers/sellers of online shop in Instagram.

The aforementioned previous studies can provide several benefits to this study. It can lead this research to become more focused and not go far beyond the theory and it can synchronize the research. The writer has description on how to analyze the data by using some theories from notable experts.

CHAPTER III

RESEARCH METHOD

This chapter discusses about the method that the writer uses to conduct the study. This chapter consists of research design, data sources, data collection, and data analysis.

3.1 Research Design

In conducting this study, the writer uses qualitative approach. According to Ary et al. (2002, p.425):

The qualitative research deals with the data that are form of words, rather than number and statistic. The data collected are the subjects experiences and perspective; the qualitative research attempts to arrive at a vice description of the people, objects, events, places, conversations, and so on.

In doing this research, the writer uses document analysis to distinguish which address terms prevalently used on online shop in Instagram. According to TITSCHER et al. (2000), content analysis is "the longest established method of text analysis among the set of empirical methods of social investigation" (p.55). According to BABBIE (2001), content analysis can be defined as "the study of recorded human communications" (p.304). The content will be related to term of address, solidarity and the hint of politeness found on the online shopping itself.

According to Ary et.al in their book “Introduction to Research in Education” (2002, p.442), content analysis is defined as a technique for gathering and analyzing the document of the text. The content refers to words, meaning, pictures, symbols, ideas, themes, or any message that can be communicated. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language.

In this case, the writer used to be a participant observation. It is a requisite that the writer becomes a willing participant in the culture or context being observed. The literature on participant observation discusses how to enter the context, the role of the researcher as a participant, the collection and storage of field notes, and the analysis of field data.

3.2 Data Sources

The data source of this research is taken from some informal conversation between the writer, the buyer, and the online shop seller in a text message, line or social media. The writer also holds an informal interview with some of the online shop seller that offers their goods in Instagram. The writer uses to:

1. The writer needs to search other examples from social media to collect the data from other people that frequently visit online shop. In this regard, many online shops have enabled chat rooms to facilitate relationship-establishment between the seller and their customers. The customers would frequently respon to a good purchase by

posting testimonial statements or participating in rating-giving approval in social media platform like Instagram.

2. The writer becomes a participant observer. In this regard, the writer becomes a part of the observations because the writer is a frequent customer of online shop. The writer has had experience in how to order merchandise/goods on online shop seller by contacting the seller via text message—Line, Blackberry Messenger, Whatsapp, etc.

In here it can be seen that the writer know how Indonesian online shoppers use address terms to their customer.

3. The writer needs to hold an informal interview with two online shoppers as correspondence to know what factors trigerring the use of address terms by Indonesian online shoppers on Instagram.

In doing this research the writer becomes participant observer who collects data from the testimonial record provided online shop on Instagram and holds an informal interview with online shoppers as correspondence.

3.3 Data Collection

In this study, the writer carries out the observation in order to collect the data directly from real-life purchase conducted by the writer. The writer becomes a participant observer in this study to ease in the process of finding out the address term used on the online shop and the tendencies in politeness as well. In this case, the writer is acting as a buyer wishing to make a purchase via online shop. Regularly when we place our orders to purchase some goods from online store, the seller or the

owner of the store will correspondingly send an instruction on how to place the seller's order.

The owner or the seller will give some number—PIN Blackberry Messenger, ID Line, etc—to potential buyers as a means of contact. When we text or ask via electronic message, we can naturally infer how the owner or the seller regards the potential buyers and how polite the seller can be. The writer has to pay more attention in collecting the data from social media, because some online shops often publicly share their correspondence with their customer, then the writer can obtain more data from the virtual correspondence itself. As mentioned previously, in research design of this study, the writer becomes a participant observation to collect the data. These are the procedure followed by the writer in doing so:

1. Doing an observation. The writer becomes a participant observer as the writer makes purchase via online shop on Instagram.
2. Searching the testimonial statement from customers on Instagram indicated by hastag (#) label.
3. Taking a note and identifying the address terms used by online shop on Instagram.
4. Interviewing the owner/the seller of Online Shop to know the factors triggering the use of Address Term.

3.4 Data analysis

According to Ary et al. (2010), data analysis is a process whereby the writer systematically searches and arranges the data in order to increase his understanding of the data and to enable her to present what she learns. In accordance to it, the writer uses several steps that are explained below:

To answer the first problem of study: the writer classifies address terms used by the owner or the seller of online shop. The writer tries to distinguish the kinds of address terms used by Indonesian online shop:

1. The writer transcribes the testimonies that have been found on Instagram
2. The writer sorts the address term found into a table and analyzes them based on Kridalaksana's theory (1974)
3. The writer analyzes the factor triggering the use of address term by Kridalaksana's theory (1974) and the testimonies on Instagram
4. The writer draws conclusion.

To answer the second problem of study: the writer analyzes the factors triggering the use of address term by Indonesian online shoppers on Instagram. In this case, the writer holds an informal interview with the online shop owner or seller.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the research findings and discussion of this research. The first part of this chapter contains findings of the study which is the answer of the problems of the study and the second is about discussion related to the findings of the data.

4.1 Finding

The data of this research is obtained from the testimonies posted on Instagram and transcription of chat logs between the seller and the buyer. The answer also contains the factors why the online shoppers use the appropriate address terms to their customer. The findings answer the two problems of study: to find out the address term used by Indonesian Online shoppers on Instagram and the factors which cause the use of address term by Indonesian Online shopper on Instagram.

In this data analysis, to answer the first problem of the study, the writer lists all of the address terms found used by Indonesian Online shoppers on Instagram and classifies address term that the writer has found according to Kridalkasana's theory.

To answer the second problem of the study, the reseracher becomes a participant observation, which the researcher would purchase goods in two different online shops to investigate the use of address terms from the online shop. After that,

the researcher holds informal interviews with both online shops to find out the factors triggering the use of address terms by Indonesian online shoppers on Instagram.

4.1.1 The Address Term Used By Indonesian Online Shopper in Instagram

The writer use Kridalaksana's theory (1974) to find out the kinds of address term that used by Indonesian online shoppers in Instagram. The writer find the data by searching the data in Instagram used hastaghs testimony (#testimoni) and then the writer capture some testimony that contained the address term. After that the writer classified the kind of address term into table based on Kridalaksana's theory. In this case, the writer focuses to analyzed the address terms that used by the seller to the customer in Instagram. The data below are the kinds of address terms that the writer found:

4.1.1.1 Table of Kinds of Address Terms

No.	Address Term	Kinds of Address Term		
		K	T/R	Others
1.	Kak	√		
2.	Sist	√		
3.	Gan		√	
4.	Bro	√		
5.	Say			√
6.	Bunda	√		
7.	Beb			√
8.	Dear			√
9.	Adek	√		
10.	Bang	√		
11.	Bos		√	
12.	Cantik			√

Index:
K = Kinship
T/R = Title and rank
Other

Based on the table above, the writer identifies 12 terms of address used by Indonesian Online shoppers on Instagram, which are divided into three types: kinship, title and rank, and other term. They are used by the seller to their customer, which falls under normal circumstance amongst Indonesian online shoppers that have many different ways to use address term to their customer. In addition to make easy analysis, the writer groups the classifications of address term used by Indonesian Online shoppers. Furthermore, the writer explains the meaning of each address term, including the function of address terms themselves. The writer emphasizes her analysis by providing some evidence concerning the use of address term amongst online shoppers. From the evidence, there are many different kinds of address terms used by the customer to the online shop seller. The writer concerns mainly on analyzing the address terms used to refer to customers. The writer gives the evidence for 12 (twelve) address terms used by Indonesian online shopper or the online shop seller on Instagram.

4.1.2 Analysis on the kinds of address term used by Indonesian online shoppers on Instagram

In here, the writer explains the kinds of address terms used by Indonesian online shoppers on Instagram by using Kridalaksana’s theory in greater detail. The analysis contains the meaning of each address term and the function of address term.

Additionally, the writer gives some evidence to emphasize the analysis by giving the

explanation on the use of address term based on Kridalaksana's theory. This analysis is explained in following part.

4.1.2.1 Kinship

Kinship is the term that is also used by the online shoppers or the seller to address their customer, the data are presented as follows:

Datum 7. Kak (Kakak): Older sister/ Older brother (Screenshot_2015-12-27-10-50-39-180)

Utterance:

This is an informal conversation via chatting between the customer and the online shopper (The seller). In this situation, the owner of online shop is male and the buyer is female.

Pembeli:Kak mau nanya buat promo buy 2 get free masknya masih berlaku ya?
Customer: Kak, I want to ask about the promo buy 2 get a free mask, is still valid huh?
Penjual :halo kak, Iya kak bener masih berlaku kok.
The seller: hello kak, yesthe promo is still valid.

Analysis:

Kak is the term which is used to address someone older than us. In family, we usually use *Kakak* to address our elder brother or our elder sister. The seller of online shop on Instagram uses it to address their customer and it represents a form of respect toward the customer despite the seller does not know how old the customer is. From the example above, the seller uses *Kak* to address the customer. It is the informal

conversation when the customer wants to order things. The customer is asked about the promo from the online shop to the seller via message chat on LINE. Like the writer has explained prior, *Kak* is used to address someone older than us, it indicates the seller's attempt to give respect to the customer—to make them feel comfortable and build sense of solidarity. Therefore, the customer feels comfortable to ask freely.

Datum 2. Sist / Sista (Sister) (Screenshot_2015-12-27-10-51-27-562)

Utterance:

This is an informal conversation via chatting between the customer and online shoppers (the seller). In this case the seller is male and the customer is female. In

Datum 2, the online shopper that the researcher had analyzed is used *sis/ sista* which mean sister to address his female customer.

Pembeli : *Gan saya mau konsul*
Customer : I want to consul Gan
Penjual : *Konsul apasis?*
The seller : *Consul about what sis?*
Pembeli : *Saya udah punya yicam tapi belum tau cara update firmware atau apalah jadi Cuma taunya sambungin wifi langsung ke HP gitu. Kalo foto ya apa adanya terus pingin update firmware tapi takut brick. Kalo cuma mau belajar + update firmware kena biaya berapa gan? Tapi saya juga mau ambil case yicam*
Customer: I already have a yicam but do not know how to update the firmware or anything all I know is how to connect wifi directly to mobile phone. So when I take a photois justas it is thenI also want to update the firmware but I am afraid thatit will bebrick. If I only want to learn + update the firmware how much it will cost me? But I also want to buy the yicam's case
Penjual: beli dimana sis? Kok Seller nya gak upgrade firmware dan ngga ngajarin?

The seller: Where did you buy it sis? I wonder why the seller didn't upgrade the firmware and taught you about that.

Pembeli: Beli di orang cewek, nyesel, baru tau ID Line dari anak ketua yicam sby

Customer: Buy at a girl that I knew her Id LINE from the leader of sby yicam collector community, and now I regret it.

Penjual: ya begitulah

The seller : you said so.

Pembeli :saya juga ga tau apa apa. Cuma ngumpulin uang buat beli yicam tapi tanpa pengarahan dari seller

Customer: I also do not know anything about it. I just collect my money to buy a yicam without any guidance from the seller

Penjual: Banyak customer

The seller: they have so many customers.

Pembeli: iya itu bingung

Customer: that's why I'm confused.

Analysis

Most of the Indonesian Online shoppers on Instagram use *Sis* to address their female customer. Kinship sister is used to address our female siblings in family. In Indonesia, we use Kakak or Mbak to address our elder sister or Adik to address our young sister, but in another Country or Western, they use sister. It represents a form of solidarity toward the customer, to make a comfortable atmosphere when the seller talked to the customer. The address term used in the example above is *sis* which translates to sister. In the example above, the seller is male and the customer is female. The seller addresses the female customer using *sis* to make the conversation seemingly relaxed and comfortable. The seller tries to build solidarity with the customer by using one of the kinship categories which is *sis*. The seller tries to not offend the customer and respects her.

Datum 5. Bunda: Mother (Screenshot_2015-12-27-11-25-35-585)

Utterance:

This is an informal conversation via chatting between the customer and the online shopper (The seller). In this situation, the owner of online shop and the buyer is female.

Pembeli: Sis, barangnya sudah sampai ya...
Customer: Sis, the goods arrived already...
Penjual: Thank u for shopping bunda
The Seller: Thank u for shopping mom
Pembeli: you're welcome
Customer: you're welcome

Analysis

The goods supplied by the seller in the example above are baby products and the majority of buyers are women. In Indonesia, there are some address terms to name our mother likes mama, ibu, mami, umi and bunda. It functions as a representation of respect towards woman. The sellers use the address term bunda with the purpose or function of positioning the buyer as her own mother. She treats the buyer as she treats his own mother. In this case, we can observe from the example that the address term bunda underlines solidarity that exists between the seller and the buyer. By calling the buyer with the mother would reflect our respect for the buyer.

Datum 3. Bro: Brother (Screenshot_2015-12-27-11-01-27-726)

Utterance:

From the captured, the situation is informal conversation via chatting between the customer and the online shopper (The seller), in this conversation the seller and the customer is male.

Pembeli : pelayanannya mantap, ramah, gesit kirim langsung hari itu juga. Mantap, semoga kedepannya ada bonus-bonusnya wkwkwk

Customer: have a great service, friendly, perceptive and immediately send the item at the same day. Satisfied, hopefully in the future there are bonuses for any purchases wkwkwk

The seller: tengkyu bro udah belanja di @jualhelm. Siap bro hahaha

The seller: thank you for shopping @jualhelm bro. Sure bro hahaha

Analysis

The kinship category used in the example is bro or brother, which is used to address male siblings. In Indonesia, this address term is often used to address our male friends and one of the examples is shown in the conversation example above by online shopper with their customer in Instagram.

This address term is used to address our male siblings in family. Similar with female definition above, this term is prevalently used in another country or western.

In Indonesia, we use Kakak or Mas to address elder brother and Adik to address young brother. It represents a form of solidarity toward the customer, to make a comfortable atmosphere over the course of conversation. The kinship category used in the example is bro or brother which is used to address male siblings. In Indonesia,

this address term often used to address our male friends and one of the examples is shown in the conversation example above by online shopper with their customer in Instagram. Address term 'bro' or brother used by sellers as a statement that the sellers assume the buyer is a member of his family, either younger or older brother. Then, the conversation between the seller and the buyer will feel more familiar, close and not awkward. In Indonesia, it has become a habit for adolescent boys or adult men to show solidarity or familiarity by calling relatives and close friends using the address term 'bro'.

Datum 9. Adek: young sister/young brother (Screenshot_2015-12-27-11-01-27-726)

Utterance:

From the captured, the situation is an informal conversation via chatting between the customer and the online shopper (The seller), in this conversation the seller and the customer are female.

- Pembeli: bagus kak suka sekali sepatunya*
Customer: it is good kak, love the shoes very much.
- Penjual: Aaaaa adek ini. Makasih.*
The seller: Aaaaaadek. Thanks.
- Pembeli: Hehe iya kak sama-sama, kapan-kapan lagi kak yaa.*
Customer: Hehe you're welcome kak, sometime I will order again kak
- Penjual: Hihhi iya iya ditunggu.*
The seller: Lol, we'll wait for your next order.

Analysis

In Indonesian, 'Adek' is usually used to address the younger brother or sister of ours or someone whose age is below us as our younger classes at school. The

address term *adek* is not only used for younger siblings alone, since it could be used for the in-laws and cousins. This address term reflects the respect and solidarity to people we talk to. In this case, the online shop seller tries to appreciate the buyer using the address term *adek*. The example is found on the online shop *_aisyashop_* on Instagram, which is a sign that the seller or owner of *_aisyashop_* is indeed using the address term '*adek*' to all its female customers. This online shop sells various types of women clothing, and the writer is certain that the seller commonly used the term '*adek*' to all buyers in spite of the seller being in no family relationship with the buyer. The use of the address term '*adek*' is just one way to create closeness and solidarity between the seller and the buyer, to make the buyer feel comfortable.

The seller considers the customer as one of his/her family members like the seller younger sister. By doing so, the seller hopes that the buyers feel comfortable and are able to assume that the seller is her own sister. The buyers also do not need to feel hesitated when asking all available options prior to placing an order. By doing so, the customer will feel appreciated and happy with the services provided. That could make the buyer will return the order at the store because of the seller use the appropriate address terms in online shop itself.

Datum 10. Bang = Abang (Older Brother) (Screenshots_2015-12-29-20-57-04-

221)

Utterance:

From the captured, this is an informal conversation via chatting between the customer and the online shopper (The seller), In this conversation the *seller and the customer are males.*

Penjual: Bang itu nomer resinya. Kalau barang sudah sampai kabarin aja bang

The seller: Bang that is the resi number. If the goods have reached just tell me bang

Pembeli: iya mas, makasih ya

Customer: yes, thank ya..

Penjual: Siap bang.

The seller: OK bang

Pembeli: Mas udah sampe. Makasih ya

Customer: the goods arrived already, mas. Thank you

Penjual: Oke sama-sama bang.

The seller: Ok, you're welcome bang.

Analysis

This address term is similar to brother. In Indonesia, we use *Abang* to address our older Brother or men who are older than us (according to KBBI). There are a few address terms that we use to address someone who is older than our age. If they are men, we used to address 'Bang' or *Mas*, while we resolve to *Teteh* or *Mbak* to refer to women.

In Indonesia, the 'abang' is originated from the address term commonly used amongst the members of the tribe of Batak in Sumatra. Batak possesses an indigenous custom, according to which every person born in Batak bears a surname carried over generations. *Abang* is a term commonly used by Batak people to address elder brother according to that surname. Such as the family name of Simanurung, for instance, if there are older brother present as members of Simanurung family, the other family

members will be obliged to call him 'abang'. In this case, the writer also finds a few examples of the use of address term 'abang' that is different from Sumatra. In Jakarta, a lot of people use the term 'abang' to address street vendors. Furthermore, the writer also finds that the use of the term 'abang' has become predominantly common in some other areas.

Abang represents the sense to honor reserved for someone older than us.

Similar to the use of address term 'bro', address term *bang* or older brother is used by sellers as a statement that the seller considers the buyer is a member of his family, young brother or older brother. The conversation between the seller and the buyer will appear to be more familiar, intimate and not awkward.

4.1.2.2 Title and Rank

Title and Rank is one kind of address terms which is used by people who have high position in community or society because of their title or rank itself. There are two kinds of address terms included into title and rank category. They are as follow:

Datum 1. 'Gan'/Agan / Juragan: Skipper (Screenshot_2015-12-27-10-50-39-180)

Utterance:

This is an informal conversation via chatting between the customer and the online shopper (The seller), in this conversation the seller and the customer is male.

Pembeli: Dan sekarang gini terus wifinya gamau kedip, gam au muncul juga di wifi HP.

Customer: And now the wifi's LED is not blinking, and it's not detected in my phone.

Penjual: Itu Yicam abis kenapa gan, sampai gitu. Cabut memorynya trus hard restart lagi power+wifi dipencet lama barengan. Cobain aja gan

The seller: what happened with that yicam gan, until it doesn't run properly. Try to unplug the memory then do the hard restart by hold the power and the wifi button in the same time. Try it gan

Pembeli: Iya udah gan, udah bisa

Customer: Yes it's done, it fixed

Penjual: Alhamdulillah

The seller: Alhamdulillah

Pembeli: Makasih banyak bantuannya gan

Customer: Thank you so much for your help gan

Penjual: Sesuai dengan janji saya di Instagram. Customer nanya pasti saya layani. Walaupun udah beli lama di saya.

The seller: As what I promised in Instagram. I will serve all of the questions, even if they have been bought goods in my store a long time ago.

Pembeli : Tjakep! Juragan wifi emang recommended seller, sekali lagi makasih banyak bantuannya gan.

Customer: Cool! *Jurgan wifi* is recommended seller, indeed. Once again thanks a lot for your help gan.

Analysis

From the example above online shopper or the seller use the word 'Gan' to address his customers. The word 'Gan' itself comes from the word 'juragan'.

According to KBBI the term 'Juragan' used by the wage peoples and it refers to the employer, master or mistress. 'Juragan' or skippers itself becomes agan or gan

popularized by the largest online community in Indonesia, Kaskus. Kaskus itself is

made by Indonesian boys, namely Andrew Dervish, Ronald Stephen, and Budi

Dharmawan on 6 November 1999 with the URL. Kaskus.co.id. In this community

there is a special purchase forum named FJB Kaskus. That's where the origins of the

word that becomes popular in the community of online trading or online shop. This

word is used to honor fellow members of Kaskus or buyers to feel respected.

Indonesia adheres to understand that the customer is king. They want to position their buyers like kings in other words the skipper. The writer found one of the opinions about 'Gan' to address the customer. The opinions come from the members of

Kitabgaul.com, Hatsune Miku. He said that addressing others using 'Gan' or 'Juragan' will sound more friendly. (Published on 23 Desember, 2010)

Juragan or Agan according to KBBI is:

1. Terms from wage people to the employer, master, and mistress.
2. The owner of the company, (especially batik companies).
3. The owner and leader of the boat. (<http://kbbi.web.id>)

In this captured the seller uses ther terms gan to regards the cutomer to the higher position than he, the seller. This is related to the Indonesian seller who kept up the understanding that the buyer is king. People use the term 'Gan' or juragan to honor someone who was invited to speak in order to look more polite not to offend, and to regards the buyer or the customer to the higher position. The seller will give service the customer or the buyer very well.

Datum 11. Bos: Boss (Screenshot_2015-12-29-21-06-50-516)

Utterance:

Penjual: Belum ada yang kayak gitu bos

The seller: There is nothing like that boss

Pembeli: Bos baru dateng lagi yang ini

Customer: Boss, the other one is just arrived.

Analysis

The word 'Bos' is the adaptation of English language 'Boss' that has meaning a person in charge of a worker or organization. Here the seller uses 'Bos' to address buyers to make the buyers feel precedence, respected and comfortable. In this case, the seller in Indonesia kept up the understanding that the buyer is king. By selecting the address terms such as 'Boss' the buyers will feel respected and are interested to buy the product in their online shop.

The situation of the example above is a buyer asks about the desired jacket models, but the online shop seller said that if the goods are not available. The seller used the word boss to address the customer. Just as the use of the word 'Gan', address term 'boss' is used to honor the buyers to feel more respected to be regarded as king.

They want to position their buyers like kings in other words to make the customers feel like a boss.

4.1.2.3 Others Kinds of Address Terms Found That Used By Indonesian Online

Shoppers in Instagram.

In this research, the writer found some other kinds of address term that used by Indonesian Online shoppers in Instagram.

Datum 4. Say/ Sayang: Darling (Screenshot_2015-12-27-11-14-59-933)

Utterance:

Penjual: Wah selamat nyobain say, semoga cocok yah. Makasih uda belanja di aku say.

The seller: Well just give it a try, may it will match to you. Thanks for shopping at me, say.

Analysis

The word 'say' was an abbreviation of the word 'sayang'. This word used to address people we love, such as like a mother to her child, a loved one as a husband, wife, boyfriend or girlfriend. The example above is one of the chat an online seller shop that sells beauty products to customers who have purchased the beauty products.

In the chat, the seller using the address term 'say' that means dear or beloved. This address term usually used to address the people we love. In this case shows that the seller is tried to establish solidarity, to make the buyer feel comfortable and are interested to buy the products in the shop again because the service is good and fun.

Datum 6. Beb: babe/ bèbè (Screenshot_2015-12-27-11-40-59-301)

Utterance:

Pembeli: say keren kali diamondmu, aku pake satu minggu nih liat. Manteeeppppppp.

Customer: say, your diamond is cool, I have been using it in a week, look! It is *awosomeeeee*.

*Penjual : Woww... Cantik kali tattomu beb *salah focus. Iya beb putih ya*
The seller: Woww ... your tattoo is beautiful *beb* * wrong focus/out of topic.
Yeah, it works well *beb*.

Analysis

In French Terms of Endearment Mon bébé is mean my baby. More or less the definition of babe is had the same definition of ‘Say’ and equally as means dear or my dear.

From the American Heritage 4th Edition Babe as noun

- n. a baby; an infant.
- n. An innocent or naive person.
- n. Slang a young woman.
- n. Informal Sweetheart; dear. Used as a term of endearment.

The address term 'Beb' is currently the most frequently address term used in Indonesia, including in the online shop. If the view of the origin of the word itself ‘beb’ from Babe and bébé , the word is commonly spoken by male to female or vice versa. Nowadays, In Indonesia this address term is mostly used by women to women.

One of them is like the example above. Based on the analysis conducted by the writer, most online shoppers that used 'Beb' as terms to address to their customers are online shop that selling women clothes or beauty products. By using 'beb' it will make the customer comfortable and close to the seller.

Datum 8. Dear (Screenshot_2015-12-27-14-17-16-217)

Utterance:

Pembeli : *Kak mau nanya, memoriesnya Lang Leav brapa ya?*
 Customer: Kak, I want to ask, how much the price of “*memories*” by Lang Leav?
Penjual: *Hai2, PO -/+ 30 hr, hardcover – 230. Mau order?*
 The seller: Hi2, PO - / + 30 days, hardcover - 230. Want to order?

Pembeli: Kalo yang love and misadventure atau lullaby udah sold kah kak?

Nanya-nanya dulu gapapa ya?

Customer: how about "love and misadventure" or "lullaby" is it sold already, kak? Is it for me nevermind to ask?

Penjual: No worries dear, ga nanya ga tau. PO -/+ 30 hr juga @ 195 rb.

The seller: No worries dear, you will know nothing if you're not asking. PO - / + 30 days as well and the price @ 195 rb.

Analysis

If someone or something is dear to you, it means you hold them or t very close to your heart. As a written form of address — such as "Dear Mr. So-and-so" — dear is generally a polite but impersonal standard greeting. Dear can sometimes mean expensive, as in "The cost of food is so dear these days," though that's a rather dated usage nowadays. Used about children, baby animals, or other examples of insufferable cuteness, dear can also mean "sweet" or "adorable." In this sense, dear is a favorite word of grandmothers and other doting relations.

<http://www.vocabulary.com>

The use of address term 'dear' here is to appreciate the buyers or potential buyers. This is done that they do not feel awkward, feel comfortable to ask questions or order. With the proper address term, customer will be happy to do the transaction.

From there, it also can be established solidarity.

Datem 12. Cantik: Beautiful,pretty (1451416539394)

Utterance:

Pembeli: Kamsahamnida eonni~ pesananku sudah nyampe nih. Dress nya cantik deh.

Customer: Kamsahamnida eonni~ the goods has arrived. The dress is pretty

Penjual: sama sama cantik

The seller: you're welcome, pretty.

Analysis

Be beautiful, every woman wanted him to be given the grace of perfect beauty of God, beautiful and the attention of many people, famous and proud of himself.

Each person has a different answer, and it's back on the extent to which the person is assessing the meaning of beauty. Every woman would love to be considered as beautiful. Here online shoppers try to give pleasure to their customers using the beautiful or 'cantik' as the address term. The Sellers used address term 'cantik' to please its customers with expectations of buyers happy with the service, and feel more beautiful when buying the products that the seller sells.

4.1.3 The Factors Triggering the Use of Address Term by Online Shoppers in

Indonesia

In data collection related to the kinds of address terms used by Indonesian online shoppers on Instagram, the study also find factors triggering the use of address terms by Indonesian online shoppers on Instagram. According to Kridalaksana's theory, there are two factors triggering the use of address term: status and function.

For the status, the researcher has her own perspective that the relationship between the seller and the buyer or the customer is a stranger. Which is they do not know each other and they never meet before. In this case, online shoppers had principle that they have to maintain how they talk to the customer, customer is a king. So they have to

service them very well. One of the ways that the online shoppers did is how they use the appropriate address terms.

The writer finds 3 kinds of status: kinship, title and rank and others. For the function, every address term that online shoppers had used have their own function.

The functions are to respect their customer, to maintain a solidarity, to regard their customer to higher position than the seller, to make them feel comfort, and to make them feel like their own family.

The writer gathers there are several factor triggering the use of address term by Indonesian online shoppers in Instagram. To answer the second problem of the study, the writer conducted informal interview with 2 different online shops to know the factor influencing the address terms that they used.

The writer finds several factors trigger the use of address terms by Indonesian online shoppers on Instagram. The factor triggering the use of address terms by online shoppers in Instagram to their cutsomer are:

1. To make their customer comfort and simplify two-way communication between the seller and the buyer. The data that support this factor is in:

Datum 2. Sist / Sista (Sister) (Screenshot_2015-12-27-10-51-27-562)

Pembeli: Gan saya mau konsul
 Customer: I want to consul Gan
Penjual: Konsul apasis?
 The seller: Consul about what sis?
Pembeli: Saya udah punya yicam tapi belum tau cara update firmware atau apalah jadi Cuma taunya sambungin wifi langsung ke HP gitu. Kalo foto ya apa adanya terus pingin update firmware tapi takut brick. Kalo cuma mau belajar + update

firmware kena biaya berapa gan? Tapi saya juga mau ambil case yicam.

Customer: I already have a yicam but do not know how to update the firmware or anything all I know is how to connect wifi directly to mobile phone. So when I take a photo just as it is then I also want to update the firmware but I am afraid that it will be brick. If I only want to learn + update the firmware how much it will cost me? But I also want to buy the yicam's case

Penjual: beli dimana sis? Kok Seller nya gak upgrade firmware dan ngga ngajarin?

The seller: Where did you buy it sis? I wonder why the seller didn't upgrade the firmware and taught you about that.

Pembeli: Beli di orang cewek, nyesel, baru tau ID Line dari anak ketua yicam sby

Customer: Buy at a girl that I knew her Id LINE from the leader of sby yicam collector community, and now I regret it.

Penjual: ya begitulah

The seller: you said so.

Pembeli: saya juga ga tau apa apa. Cuma ngumpulin uang buat beli yicam tapi tanpa pengarahan dari seller

Customer: I also do not know anything about it. I just collect my money to buy a yicam without any guidance from the seller

Penjual: Banyak customer

The seller: they have so many customers.

Pembeli: iya itu bingung

Customer: that's why I'm confused.

From the example above the seller tries to simplify two-way communication between the seller and the buyer with addresses the buyer sist or sister. Which the writer explained before that sister is included in kinship categories. Therefore, the seller regards the buyer as her/his own family members to make a comfortable atmosphere when the buyer order some goods or just asking the problems that related to the goods that the online shoppers sells.

2. To keeping the courtesy to the buyers to make them feel well served and appreciated. The data that support this factor is in:

Datum 1. ‘Gan’/Agan / Juragan: Skipper (Screenshot_2015-12-27-10-50-39-180)

Pembeli: Dan sekarang gini terus wifinya gamau kedip, gam au muncul juga di wifi HP.

Customer: And now the wifi’s LED is not blinking, and it’s not detected in my phone.

Penjual: *Itu Yicam abis kenapa gan, sampai gitu. Cabut memorynya trus hard restart lagi power+wifi dipencet lama barengan. Cobain aja gan*

The seller: what happened with that yicam gan, until it doesn’t run properly. Try to unplug the memory then do the hard restart by hold the power and the wifi button in the same time. Try it gan

Pembeli: *Iya udah gan, udah bisa*

Customer: Yes it’s done, it fixed

Penjual: *Alhamdulillah*

The seller: *Alhamdulillah*

Pembeli: *Makasih banyak bantuannya gan*

Customer: Thank you so much for your help gan

Penjual: *Sesuai dengan janji saya di Instagram. Customer nanya pasti saya layani. Walaupun udah beli lama di saya.*

The seller: As what I promised in Instagram. I will serve all of the questions, even if they have been bought goods in my store a long time ago.

Customer : *Tjakep! Juragan wifi emang recommended seller, sekali lagi makasih banyak bantuannya gan.*

Customer: Cool! *Jurgan wifi* is recommended seller, indeed. Once again thanks a lot for your help gan.

From the example above, the seller chose to address his buyer with terms *gan*. *Gan* is means juragan or skippers. In this case the seller is regarded the buyer or the customer to the higher position. The seller will give service the customer or the buyer very well. The buyer feel that the seller are respect them as their customer.

3. To feel more familiar, solidarity, intimate and can be more relaxed when talking or order. The data that support this factor is in:

*Pembeli: say keren kali diamondmu, aku pake satu minggu nih liai.
Manteepppppppp.*

*Customer: say, your diamond is cool, I have been using it in a week, look!
It is awesomeeeee.*

*The seller: Woww... Cantik kali tattomu beb *salah focus. Iya beb putih ya
The seller: Woww ... your tattoo is beautifulbeb * wrong focus/out of topic.
Yeah, it works well beb.*

From the example above, the seller adreeses her buyer used terms beb. Beb is similar term with say and dear which mean sweetheart that mostly used by mother to her daughter, best friend or maybe boyfiend to his girlfriend or on the contrary. In this case the seller tries to make the situation more intimate and relaxed to services her customers that buy her product. Then, the buyers feel happy with the services and want to buy again in her online shop.

4. Address terms is concerns the propriety of speech.

The fourth factor that the writers get is based on interviews with two different online shop owners are Lego.lo and Fleurbookshop. Based on the results found by the writer, the most factors that trigger the used of address terms by Indonesian Online shopper on Instagram is to build solidarity between the seller and the buyer by using the appropriate address terms for the buyers. As performed by the interviewers to the researchers, when the writer talks via chat to order the goods, the owner of Lego.lo uses address terms kak while the owner of Fleurbookshop uses address terms dear.

The writer also feels the impact of the used of address terms. The writer does not feel

awkward when order and asked the terms of purchase. The writer tends feel comfortable and appreciated.

First interview, the writer chooses online shop named Lego.lo. Like the writer said in the data source, the writer will be a participant observation. In this case, the first step that the writer does is bought product from Lego.lo. The writer knows this online shop in Instagram, which is Lego.lo use Instagram to promote or sell their product. After that, the writer texts the owner of Lego.lo and asks how to place order.

Then, the writer buys a product from Lego.lo.

After the writer buys the product, the writer asks the owner for the latter's availability to be interviewed concerning the address term used and what factors triggering the use of address term itself. This is the result of interviews between the writer and the owner of the online shop Lego.lo:

Datum 1. Informal Interview with the owner of @Lego.lo.

From the first datum informal interviews between the researcher and the owner of Lego.lo shop, the researcher had result. First, when the researcher make an order, the owner used 'Kak' to address the researcher as their customer. This is the evidence to prove the used of address term 'Kak' from the Lego.lo owner to the researcher in the findings, datum 7 in Kinship categories:

Pembeli: Kak, mau nanya buat promo buy 2 get free masknya masih berlaku ya?

Customer: Kak, I want to ask for promo buy 2 get free mask, is still valid huh?

Penjual :halokak, Iya kak bener masih berlaku kok.

The seller: hello kak, yesthe promo is still valid.

From the evidence above, the researcher ask why they choose 'Kak' to address their customer and what the factors they used it. The owner of Lego.lo always used 'Kak' to address their customer wheter male or female, they want to make a different address terms that the other online shop which is mostly use 'bro' and 'sist'. They use 'Kak' to address their cutsomer is to make their customer comfort and simplify two-way communication between the seller and the buyer. Lego.lo owner gave an opinion that the use and the choice of address terms to buyers are very important in marketing communications, they try to keeping the courtesy to buyers so that buyers feel well served and appreciated.

Second interviewed is with @fleurbookshop. The researcher also bought the product from this online shop and the owner is willing to be interviewed. And this is result:

Datum 2. Informal Interview with the owner of @fleurbookshop.

From datum 2, the researcher also found the factor that the owner of fleurbookshop used. When the researcher bought a product from fleurbookshoop, the researcher get 'dear' address term that used by the owner. This is the evidence when the researcher had to order:

Pembeli: Kalo yang love and misadventure atau lullaby udah sold kak kak? Nanya-nanya dulu gapapa ya?

Customer: If love and misadventure or lullaby already sold, kak? Ask first it is okay, right?

Penjual: No worries dear, ga nanya ga tau. PO +/- 30 hr juga @ 195 rb.

The seller: No worries dear, do not ask do not know. PO +/- 30 hr well @ 195 rb.

From the evidence above the researcher ask what the factor the owner used 'dear' to address their customer. The fleur bookshop owner used 'dear' to address their customer to feel more familiar, solidarity, intimates and can be more relaxed when talking or order. The owner also gave an opinion that the use of address terms is important because it concerns the propriety of speech.

Both online shops is agreed that the use of address terms in sales, especially online shop is very important, because it involves the courtesy and satisfaction for its customers. Also proved that the use of address terms that could make sellers and buyers establish solidarity and comfortable while talking, while the order of items to be purchased or just wondering about the products they sell.

The researcher also had their own opinion based on the interviewed with two different online shop. The use of address terms was very important, not only in daily life but also in the business as online shop. Address terms can make buyers feel comfortable and get a good service. With it, the buyer will be happy and will buy goods at online shop that uses the appropriate address terms to address their customers. The advantages that will gained from the buyers who are happy of the service from the online shop is they will recommend to their friends or other prospective buyers that the services in the online shop is good and satisfied.

4.2 Discussion

After analyzing the data based on the objective of the study, the writer discussed about the general point of the findings. This research investigated the kinds of address terms that used by Indonesian online shoppers in Instagram. The writer also conducted informal interview to know what the factors triggering the use of address terms by Indonesia online shoppers in Instagram.

Based on the result, the writer found 12 address terms that used by Indonesian online shoppers to address their customer. The data is captures of testimony in Instagram between the online shop seller and the buyer or the customer. From the captures the writer found 12 address terms and divided the kinds of address terms into three categories. First Kinship, the second is title and rank, and the last is other categories based on Kridalakasana's theory. For Kinship categories, the researcher found 6 address terms. In Title and rank categories, the researcher found 2 kinds of address term and 2 kinds of address term found in other categories.

In Kinship categories, the researcher found 6 address terms. They are *Kak*, *sist*, *bro* and *bunda*. Kinship terms are usually used to address our family members. In Indonesia online shop those address term used to address their customer who known as stranger. Online shop sellers trying to assume their buyers as their own family members. It established communication with expectations to more intimate and comfortable. Then, they will be more relaxed to speak or order goods. If the buyer likes the services rendered they will buy the product online shop again without a doubt to be disappointed.

Kak, *sist*, and *bro* are the most address term dominant used by Indonesian online shop seller. For address term *Kak* is usually used generally for buyers male or female. *Sist* is catered only to female buyers. And *bro* used for male buyers. This is different with address term *bunda*, the researchers found this address term is only used in an online shop which on average sell products or equipment for baby. And indeed the buyers mostly are mothers. Because of the product they sell that the seller uses the term mother's address for its customers.

In kinship terms, we usually use *Kak* to our older brother or older sister, or maybe use to address the people who older than us. 'Sist', generally used to address our sister, older or young sister. In Indonesia it became a habit to call a female customer in online shop in instagram. Same as address term 'sist', 'bro' is generally used to address our older or young brother, but in Indonesia it became a habit to used 'bro' to address male customer in online shop or to address our close friends who are male. *Bunda* is used to address our mother, but some online shop who sells baby product is used *bunda* to address their customer.

The second kinds of address terms are title and rank. In the title and rank the researcher found 2 kinds of address term, the first *gan* or *agan* and the second is *bos*.

Indonesian online shoppers used *gan* or *agan* which is the abbreviation of *juragan*. Indonesian online shoppers used *gan* or *bos* to address their customer, because the seller regards the buyer to higher position than the seller. Which means the seller will give services very well to their customer, for honor, make them comfort and feel appreciated.

The third is other kinds of address terms, the researcher found 4 address terms in this category. There are *say*, *beb*, *dear* and *cantik*. *Say* is the abbreviation of *sayang*. This word used to address people we love, such as like a mother to her child, a loved one as a husband, wife, boyfriend or girlfriend. In this case, the seller uses *say* to address their customer because the seller is tries to establish solidarity, to make the buyer feel comfortable and are interested to buy the products in the shop again because the service is good and fun.

Beb and *dear* is not much different from *say*. *Beb* is informal words of sweetheart. *Beb* is widely used by people who have a relationship, it used to address boyfriend or girlfriend. Nowadays, In Indonesia this address term is mostly used by women to women. For example it is used to address our best friends, or female friends. Indonesian online shop used it too, to make the conversation more intimate between the seller and the female buyer.

As well as address the use of address terms *dear* which mean beloved or dearest. When sellers use this term address to the buyers, they will feel valued, to feel comfortable, may also feel loved so they will take precedence. The customer will feel happy to hear the seller use it to address them.

Cantik means beautiful, every girl and every woman in the world will be happy when someone call them or say to them that they are beautiful. In Indonesian online shop there is online shop that used *cantik* to address their customer. The Sellers used address term *cantik* to please its customers with expectations of buyers

happy with the service, and feel more beautiful when buying the products that the seller sells.

The use of address term by Indonesian online shoppers in Instagram is not always the same, there are sellers who use only one term. Some uses two terms differently between the address term for the men and women. There is also dependent on what items they sell, as well as sellers of baby gear, they always get buyers mostly the mothers so they adjust to address buyers with mom or *bunda*.

The writer thinks that solidarity is something that needed for communication. What is important from communication for this research is the role of communication itself for selling the product. The concern of this paper is how communication affects the selling and the customer's comfort. Solidarity is one of the elements that build communication itself thus most communicators have to consider the point of solidarity in communication especially for the sellers.

In the online shop business, solidarity is one of the things that sellers have to keep. One of the way of to keep the solidarity is by using the address terms to address the customer in some comfortable ways, generally. For example;

Pembeli: Kak mau nanya buat promo buy 2 get free masknya masih berlaku ya?

Customer: Kak, I want to ask about the promo buy 2 get a free mask, is still valid huh?

Penjual :*halokak, Iya kak bener masih berlaku kok.*

The seller: hello kak, yesthe promo is still valid.

For example is "kak", In Indonesia Kak refers to a person that older than us that usually in our country they have to be respected more (originally from: Kakak).

The usage of “kak” in this kind of business does not mean the customers are older than the sellers because not all of them are pleased with that assumption. Therefore the usage of “kak” means to regard, respect, and honour everyone who will have with the sellers.

Then in business, address terms is used to catching the customer attention to make them feel respect and interesting to buy stuff in her or his online shop. For example;

Pembeli: Gan saya mau konsul

Customer: I want to consul Gan

Penjual: Konsul apasis?

The seller: Consul about what sis?

From the example above the seller used “sis” to address his or her customer with the purpose to attract the customer’s attention. By using those address terms, the customer feels not hesitate to ask anything and the seller can build solidarity by using those appropriate address terms. The term ‘sis’ is also used to make the customer feel enjoy and comfortable. The usage of “sis” itself refers to family member(sister) which means someone who has a close relation or can be welcome to the interlocutors.

In addition, the researcher also found the factors triggering the used of address terms by Indonesian online shoppers in Instagram. The researcher conducted 2 interviews with 2 different online shops. Both online shops are agreed that the use of address terms in sales, especially online shop is very important, because it involves the courtesy and satisfaction for its customers. Also proved that the use of address

terms that could make sellers and buyers establish solidarity and comfortable while talking, while the order of items to be purchased or just wondering about the products they sell.

Furthermore, in relation to the theory of address term proposed by Brown and Gilman (1960), Holmes (2007) and also Kridalaksana's (1974) supported the writer to analyze the data. Then, Kridalaksana's theory (1974) strengthen the writer to make deep analysis about kinds of address terms and the factor influencing the use of address terms by Indonesian online shopper in Indonesia. The way how people talk, how people address someone based on kinship relation, based on their title and rank and other.

According to Brown and Gilman (1960) that solidarity is a scale of perceived like-mindedness or similarity of behavioral disposition between speaker and addressee deriving from their similar background, acquaintance or personal characteristic, such as sex. In this case the researcher also gathered some factors influencing the used of address term by Indonesian online shopper in Instagram.

Build solidarity is related with how we talk to other, like how we use the appropriate address term to named other. It is very important to make the people who will talk to us do not feel offended. We can use the appropriate address term to make the people who we have to talk feel respect and comfort.

Related to the previous study, the writer found a different address terms that used by Indonesian online shoppers on Instagram, because the object that the writer used is different with others previous studies. From the first previous studies used

Solo Palace as the object which analyzed. The findings is the address terms that used in Solo palace and politeness strategies which has relationship with the used of address terms itself.

The second previous study has the different object which analyzed the usage of address terms in New Yorker TV Shows 'How I Met Your Mother' and the ethnography of speaking. The current studies does not used to analyzed the ethnography of speaking, the current studies analyzed the kind of address terms and the factor triggering the used of address terms by Indonesian online shoppers on Instagram.

Compared with Putri's sfindings, she analyzed the address terms used by Javanese santri in case studies in Darul 'Ulum Islamic boarding school from direct interview between female and male santris and the factors affecting the use of address terms. She found out the special terms such as *Kyai*, *Nyai*, *Santriawan*, *Santriwati*, *Gus* and *Ning*. The current studies found more interesting address terms that used by different object which is Instagram such as *beb*, *gan*, *bos*, *say* because these terms are not usually used by people and this study used an informal forum to be analyzed unlike those previous studies which used formal forum as the object.

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CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the study and suggestion from the writer to the next researcher who wants to conduct a research in the same field.

5.1 Conclusion

Based on the findings and discussion on the previous chapter, the writer comes to the following conclusion. There are 12 kinds of address terms that the writer found from capture 11 different testimonies of online shops in Instagram. The 12 address terms that the writer found is divided into three kinds of address term kinship, title and rank and others. In Kinship categories, the researcher found 6 address terms. In Title and rank categories, the researcher found 2 kinds of address term and 2 kinds of address term found in other categories.

In Kinship categories there are 6 kinds of address terms that the writer found, such as *Kak*, *sist*, *bro* and *bunda*. In title and rank, the writer found only 2 kinds of address terms, they are *gan* and *bos*. In other categories the writer found 4 kinds of address terms such as *say*, *beb*, *dear*, and *cantik*.

The writer also found the factor that influenced the use of address terms by Indonesian online shoppers in Instagram by conducted informal interview with two different online shops. The result are both online shops are agreed that the use of

address terms in sales, especially online shop is very important, because it involves the courtesy and satisfaction for its customers. Also proved that the use of address terms that could make sellers and buyers establish solidarity and comfortable while talking, while the order of items to be purchased or just wondering about the products they sell. It is important for their marketing communication.

From the analysis, the writer can make a conclusion that there are a lot of kinds of address term that Indonesian online shopper used to address their customer.

In this case people consider to use an appropriate address term to make the people do not feel offended, feel appreciated and comfort. And it is important for business such as online shop. We must keep our words and politeness to give our customer good services. With using an appropriate address term, we can make our customer feel like king, feel happy and not awkward. They will happy if the get very well responses or services when they are order some stuff. Not only in business like online shop but in the daily life we must use the appropriate address terms to other and can build solidarity.

5.2 Suggestion

Based on the result of this research, the writer would like to gives some suggestion which hopefully will give a certain useful and valuable contribution to the lecturers, student and future researcher who want to conduct a research about address terms. The authors hope that this study will be a useful reference for the next researcher who will analyze about address term, especially for students of English

department and suggest maybe the next researcher will find more interesting object on terms that could address the analysis. It would be great if further research could find or use another theory in analyzing address terms. Then, the research on address terms will be more diverse, growing and interesting to discuss.



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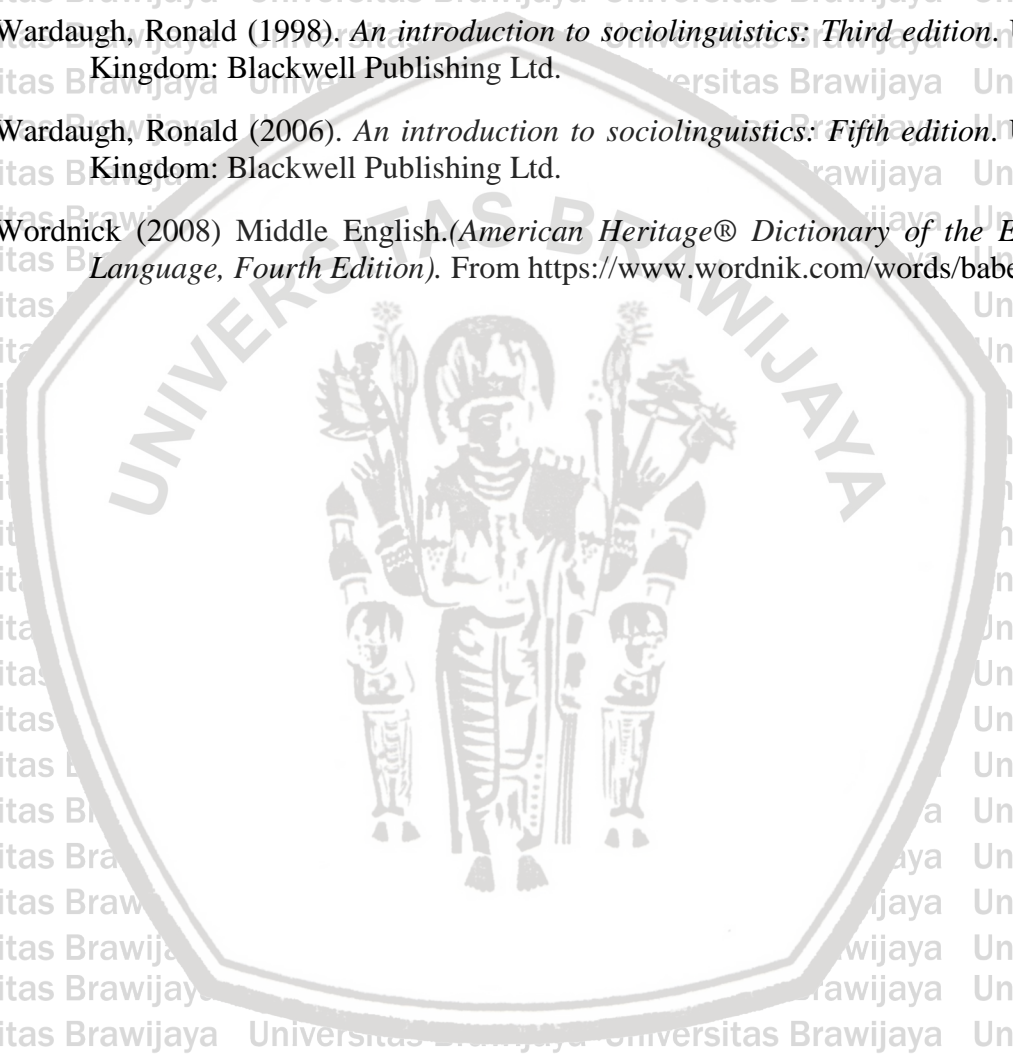
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APPENDICES

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Appendix 1. The Transcription of capture of testimony that used kind of address terms by Indonesian online shoppers in Instagram

Datem 1. ‘Gan’/Agan / Juragan: Skipper (Screenshot_2015-12-27-10-50-39-180)



Customer: Dan sekarang gini terus wifinya gamau kedip, gam au muncul juga di wifi HP.

The seller: Itu Yicam abis kenapa gan, sampai gitu. Cabut memorynya trus hard restart lagi power+wifi dipencet lama barengan. Cobain aja gan

Customer: Iya udah gan, udah bisa

The seller: Alhamdulillah

Customer: Makasih banyak bantuannya gan

The seller: Sesuai dengan janji saya di Instagram. Customer nanya pasti saya layani. Walaupun udah beli lama di saya.

Customer: Tjakep! Juragan wifi emang recommended seller, sekali lagi makasih banyak bantuannya gan.

Datem 2. Sist / Sista (Sister) (Screenshot_2015-12-27-10-51-27-562)



Customer: Gan saya mau konsul

The seller: Konsul apasis?

Customer: Saya udah punya yicam tapi belum tau cara update firmware atau apalah jadi Cuma taunya sambungin wifi langsung ke HP gitu. Kalo foto ya apa adanya terus pingin update firmware tapi takut brick. Kalo cuma mau belajar + update firmware kena biaya berapa gan? Tapi saya juga mau ambil case yicam

The seller: beli dimana sis? Kok Seller nya gak upgrade firmware dan ngga ngajarin?

Customer: Beli di orang cewek, nyesel, baru tau id line dari anak ketua yicam sby

The seller: ya begitulah

Customer: saya juga ga tau apa apa Cuma ngumpulin uang buat beli yicam tapi tanpa pengarahan dari seller

The seller: Banyak customer

Customer: iya itu bingung

Datem 3. Bro: Brother (Screenshot_2015-12-27-11-01-27-726)

Customer: pelayanannya mantap, ramah, gesit kirim langsung hari itu juga. Mantap, semoga kedepannya ada bonus-bonusnya wkwkwk

The seller: tengkyu bro udah belanja di @jualhelm. Siap bro hahaha



Datem 4. Say/ Sayang: Darling (Screenshot_2015-12-27-11-14-59-933)



The seller: Wah selamat nyobain say, semoga cocok yah. Makasih uda belanja di aku say.

Datem 5. Bunda: Mother (Screenshot_2015-12-27-11-25-35-585)

Customer: Sis, barangnya sudah sampai ya...

Seller: Thank u for shopping bunda

Customer: you're welcome



Datem 6. Beb: babe/ bèbè (Screenshot_2015-12-27-11-40-59-301)



Customer: say keren kali diamondmu, aku pake satu minggu nih diat.
Manteepppppppp.

The seller: Woww... Cantik kali tattomu beb *salah focus. Iya beb putih ya

Datum 7. Kak (Kakak): Older sister/ Older brother (Screenshot_2015-12-27-10-50-39-180)

Customer: Kak mau nanya buat promo buy 2 get free masknya masih berlaku ya?

The seller: halo kak, Iya kak bener. Harga untuk setiap kalung/ gelang/ keychain 100rb/pcs. Untuk penggunaan tali glow in the dark 120rb/pcs. Semua harga belum termasuk ongkir. Buy 2 get 1 free mask + discount 10%

Customer: nanya dulu kak kalo missal mau order yang stormtrooper, yang satu kalung yang satunya gelang bisa ya? Dikirim ke Malang totalnya jadi berapa kak?

The seller: iya gpp kak, bisa kok kak. 180+20 ongkir jadi total 200 kak.



Datem 8. Dear (Screenshot_2015-12-27-14-17-16-217)



Customer: Kak mau nanya, memoriesnya Lang Leav brapa ya?

The seller: Hai2, PO +/- 30 hr, hardcover – 230. Mau order?

Customer: Kalo yang love and misadventure atau lullaby udah sold kah kak? Nanya-nanya dulu gapapa ya?

The seller: No worries dear, ga nanya ga tau. PO +/- 30 hr juga @195 rb.

Datem 9. Adek: young sister/young brother (Screenshot_2015-12-27-11-01-27-726)



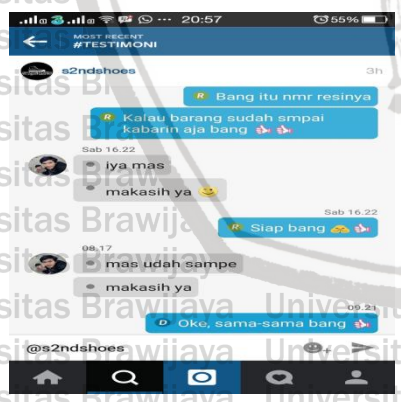
Customer: bagus kak suka sekali sepatunya

The seller: Aaaaa adek ini. Makasih

Customer: Hehe iya kak sama-sama, kapan-kapan lagi kak yaa.

The seller: Hihhi iya iya ditunggu.

Datem 10. Bang = Abang (Older Brother) (Screenshots_2015-12-29-20-57-04-221)



The seller: Bang itu nomer resinnya. Kalau barang sudah sampai kabarin aja bang

Customer: iya mas, makasih ya.

The seller: Siap bang.

Customer: Mas udah sampe. Makasih ya

The seller: Oke sama-sama bang.

Datem 11. Bos: Boss (Screenshot 2015-12-29-21-06-50-516)

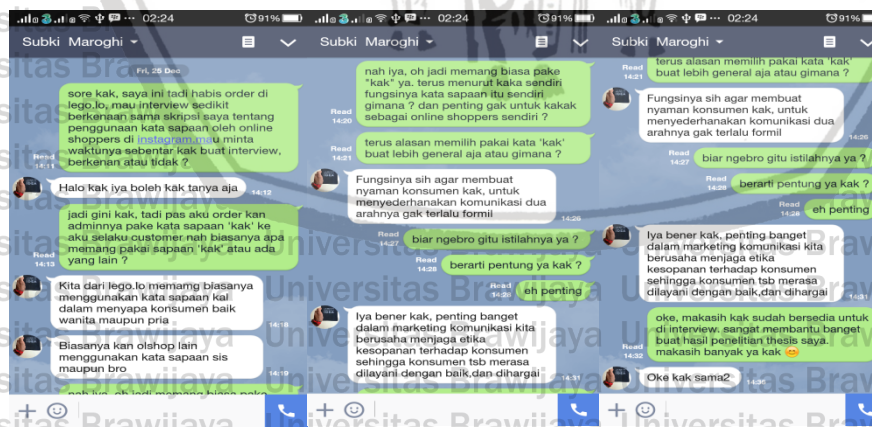


The seller: Belum ada yang kayak gitu bos

Customer: Bos baru dateng lagi yang ini

Appendix 2. The Transcription of informal interview about the factors influenced the use of address terms by Indonesian online shoppers in Instagram

Datem 1. Informal Interview with the owner of @Lego.lo.



Interviewer: sore kak, saya ini tadi habis order di lego.lo, mau interview sedikit berkenaan sama skripsi saya tentang penggunaan kata sapaan oleh

online shoppers di Instagram. Mau minta waktunya sebentar kak buat interview berkenan atau tidak?

Interviewee: Hallo kak iya boleh kak tanya aja

Interviewer: jadi gini kak, tadi pas aku order kan adminnya pake kata sapaan 'kak' ke aku selaku customer, nah biasanya apa memang pakai sapaan 'kak' atau ada yang lain?

Interviewee: kita dari Lego.lo memang biasanya menggunakan kata sapaan 'kak' dalam menyapa konsumen baik wanita maupun pria. Biasanya kan olshop lain menggunakan kata sapaan sis maupun bro.

Interviewer: nah iya, oh jadi memang biasa pakai 'kak' ya. Terus menurut kakak sendiri fungsinya kata sapaan itu sendiri gimana? Dan penting gak untuk kakak sebagai online shoppers sendiri? Terus alas an memilih pakai kata 'kak' buat lebih general aja atau gimana?

Interviewee: fungsinya sih agar membuat nyaman konsumen kak, untuk menyederhanakan komunikasi dua arah nya gak terlalu formil

Interviewer: biar ngebros gitu istilahnya ya? Berarti penting ya kak?

Interviewee: iya bener kak, penting banget dalam marketing komunikasi kita berusaha menjaga etika kesopanan terhadap konsumen sehingga konsumen tersebut merasa dilayani dengan baik dan dihargai.

Interviewer: oke makasih kak sudah bersedia untuk di interview, sangat membantu banget buat hasil penelitian thesis saya. Makasih banyak ya kak.

Interviewee: oke kak sama-sama.

Datem 2. Informal Interview with the owner of @fleurbookshop.



Interviewer: kak mau minta waktunya buat interview boleh gay a? kebetulan buat skripsiku judulnya solidarity expresse of address terms used by Indonesian online shoppers in Instgram. Sebelumnya aku pernah order buku di kakak, mohon maaf sebelumnya ya kak

Interviewee: Hai-hai iya gpp semoga bs ngebanstu ya

Interviewer: jadi gini kak mengenai kata sapaan yang biasa digunakan samaonline shop di Indonesia, nah biasanya mereka pakai bro atau sist. Nah kebetulan kakak memakai sebutan 'dear' kira-kira alasannya apa kak? Kenapa memilih kata sapaan 'dear' untuk customer yang order di online shop kakak?

Interviewee: sorry sorry brb. Alasan pake dear karna biar terasa lbh akrab, supaya yang nanya bisa santai kalo ngobrol..itu aja sih sebenarnya

Interviewer: oh iya iya terus menurut kakak pemilihan kata sapaan buat cutomer itu penting ga sih?

Interviewee: penting

Interviewer: kalo boleh minta alasannya kak pentingnya kenapa? Biar customer nyaman atau gimana?

Interviewee: sapaan sih lbh kesekedar sopan apa enggakny. Jadi ya kalo ada yang manggil/nanya biasaya aku bales hai/hallo

Interviewer: oh oke oke jadi intinya penting dan fungsi kata sapaan yang kaka pake biar terasa lebih akrab dan sopan gitu ya? Terima aksih atas waktunya ya kak. Terima kasih sudah mau di interview, sangat membantu sekali

Interviewee: yeppp betul. Sama-sama ya glad I cud help.

Appendix 3

Berita Acara Seminar Proposal Skripsi

Untuk Mahasiswa



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
UNIVERSITAS BRAWIJAYA
FAKULTAS ILMU BUDAYA
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Jalan Veteran Malang 65145, Indonesia. Telp. +62341-575875, Fax. +62341-575822
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BERITA ACARA
SEMINAR PROPOSAL SKRIPSI

Telah dilaksanakan Seminar Proposal Skripsi Program S-1 Fakultas Ilmu Budaya Universitas Brawijaya pada :

Hari, tanggal : Jum'at, 18 Desember 2015

Untuk mahasiswa :

Nama : Aphrodita Anggraini
N I M : 125110100111042
Prodi : Sastra Inggris

Dengan judul :

Solidarity expressed on address term used by Indonesian Online shop in Instagram

Yang telah dihadiri oleh :

- 1. Pembimbing I : Emy Sudarwati, M.Pd
2. Pembimbing II
3. Peserta umum sejumlah : 20 orang (terlampir)

Pembimbing I

Malang,
Pembimbing II

(Emy Sudarwati M.Pd)
NIP. 830414 1212 001

()
NIP.



Pembantu Dekan I,

(Syariful Muttaqin, M.A.)
NIP. 19751101 200312 1 001

Appendix 4.

Berita Acara Seminar Hasil Skrip

Untuk Mahasiswa



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
UNIVERSITAS BRAWIJAYA
FAKULTAS ILMU BUDAYA
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E-mail : fib_ub@ub.ac.id , http://www.fib_ub.ac.id

BERITA ACARA
SEMINAR HASIL SKRIPSI

Telah dilaksanakan Seminar Hasil Skripsi Program S-1 Fakultas Ilmu Budaya Universitas Brawijaya pada :

Hari, tanggal :

Untuk mahasiswa :

Nama : Aphrodita Anggraini
N I M : 125110100111042
Prodi : Sastra Inggris

Dengan judul:

Solidarity Expressed on Address Terms Used By Indonesian Online Shoppers in Instagram

Yang telah dihadiri oleh :

- 1. Pembimbing I : Emy Sudarwati, M.Pd
2. Pembimbing II :
3. Penguji : Tantri Refa Indhiarti, M.A
4. Peserta umum sejumlah : 4 orang (terlampir)

Malang,
Pembimbing II

Pembimbing I

(Emy Sudarwati, S.S.,M.Pd)
NIP. 2010098304142001

()
NIP.

Pembantu Dekan I,



Syariful Muttaqin, M.A.
NIP. 19751101-200312 1 001

Appendix 5.

Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

- 1. Nama : Aphrodita Anggraini
- 2. NIM : 125110100111042
- 3. Program Studi : Sastra Inggris
- 4. Topik Skripsi : Sociolinguistics
- 5. Judul Skripsi : Solidarity Expressed in Addres terms Used by Indonesian Online Shoppers on Instagram
- 5. Tanggal Mengajukan : 26 Juni 2015
- 6. Tanggal Selesai : 26 Januari 2016
- 7. Nama Pembimbing : Emy Sudarwati, S.S., M.Pd.
- 8. Keterangan Konsultasi :

No.	Tanggal	Materi	Pembimbing	Paraf
1.	24 Juni 2015	Pengajuan Judul	Pembimbing I	
2.	19 September 2015	ACC Judul	Pembimbing I	
3.	20 Oktober 2015	Pengajuan Bab I, II, III	Pembimbing I	
4.	31 Oktober 2015	Revisi Bab I, II, III	Pembimbing I	
5.	22 November 2015	Revisi Bab I, II, III	Pembimbing I	
6.	22 November 2015	ACC Seminar Proposal	Pembimbing I	
7.	18 Desember 2015	Seminar Proposal	Pembimbing I	
8.	30 Desember 2015	Revisi Seminar Proposal	Pembimbing I	
9.	30 Desember 2015	Pengajuan Bab IV, V	Pembimbing I	
10.	1 Januari 2016	Revisi Bab IV, V	Pembimbing I	
11.	3 Januari 2016	Pengajuan Abstrak, Bab I – V, Referensi	Pembimbing I	
12.	4 Januari 2016	ACC Seminar Hasil	Pembimbing I	

13.	8 Januari 2016	Seminar Hasil	Pembimbing I	
14.	8 Januari 2016	Seminar Hasil	Pembimbing	
15.	25 Januari 2016	Ujian Skripsi	Pembimbing	
16.	26 Januari 2016	Revisi Setelah Ujian Skripsi	Pembimbing	
17.	26 Januari 2016	ACC Penjilidan Skripsi	Pembimbing	

10. Telah dievaluasi dan diuji dengan nilai:

Malang, 26 Januari 2016

Mengetahui,

Ketua Jurusan Bahasa dan Sastra

Dosen Pembimbing

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