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Universitas Brawijaya Universitas BABSTRACTniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universanggraini, Aphrodita. 2016. Solidarity Expressed of Address Terms Used by as Brawijaya ers Indonesian Online Shoppers in Instagram. Study program of English, Universitas tas Brawijaya Brawijaya. Supervisor: Emy Sudarwati, S.S., M.Pd. Keywords: Solidarity, address terms, online shoppers, Instagram. Universitias B Language is the tool for communication. In this case, each person has his/her as Brawijaya 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 Universaddress terms among Indonesian online shoppers in Instagram. In conducting the las Brawijaya Universresearch, the writer analyzed two problems of the study which are: (1) What kinds of as Brawijaya 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 UniversKridalaksana (1974) and supported by Brown and Gilman (1960), Holmes (2007) and las Brawijaya 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 Universtestimony or informal conversation via chatting between the seller and the buyer in las Brawijaya 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 Univers(two) for title and rank (gan and bos) and 4 (four) for others (say, beb, dear and as Brawijaya cantik). The writer also identifies 4 (four) factors triggering the use of address terms as Brawijava 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 Universand appreciated; to create a familiar atmosphere filled with sense of solidarity and as Brawijaya intimacy so as to make the buyers more relaxed when talking or ordering; and address as Brawijava 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 Universituting researcher can also use other objects that are more interesting to analyze for as Brawijaya Universtheir studies. ava Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Univer ACKNOWLEDGEMENTS as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BFirst of all, the writer would like to express her gratitude to Allah SWT for as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya His guidance, empowerment and blessing to finish this thesis entitled "Solidarity Universitas Brawijaya" UniversExpressed in Address Terms Used by Indonesian Online Shoppers on Instagram".ersitas Brawijaya as Brawijaya Universitas Brawijaya Second, the writer would like to express her best gratitude and appreciation to tas Brawijaya her supervisor Emy Sudarwati, S.S., M.Pd, and Tantri Refa Indhiarti, M.A as the Universexaminers because this thesis would not be done without their valuable contribution of las Brawijaya great patience, guidance, advice, constructing criticism, assistance, and motivation University from them. In addition, the writer also wishes to express her gratitude to her beloved as Brawijaya parents, Drs. Muhartoyo, M.Pd and Dra. Nur Hanifah, M.Pd for the prayer, great Universione, affections, support and motivation that they have given to her and also for her as Brawijaya lovely boyfriend, lovely best friends and all of friends in English and Literature program 2012 for the supports, helps, and inspirations. **Universitas Brawijaya** Universitas BMay God blessall of the people whose support help completing this thesis tas Brawijava Lastly, the writer hopes this thesis can give contribution for the Faculty of Cultural Universitudies especially the students of English Department in Linguistics concentration. Island Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita Malang, January 26 2016 tas Brawijaya Universitas Brawijaiya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas B In this chapter the writer discusses some important points related t	Universitas Brawijaya to the area
Brawijaya	Universitas Brawijaya Univer	Universitas Brawijaya
Brawijaya	Univers of the research including background of the study, problems of the study, ob	
Brawijaya	Universitas Brawijay the study and definitions of the key terms. Universitas Braw	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
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Brawijaya	Univers1.1 Background of Study	Universitas Brawijaya
Brawijaya	Universi Universi Language is a tool to communicate with others. It is important for	us to fully
Brawijaya		
Brawijaya Brawijaya	Universit Universit	niversitas Brawijaya
Brawijaya	University make choices of many different kinds relating to what we want to	o say, how as Brawijaya
Brawijaya		
Brawijaya	Université want to say it, and the specific combination of sentence, diction, and ton Université	Universitas Brawijaya
Brawijaya	Univer synchronize the what with the who.	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas In a typical communication, people try to maintain good solid	larity with Universitas Brawijaya
Brawijaya	Universothers. Solidarity is a scale of perceived like-mindedness or similarity of	
Brawijaya	Universitas Braw	Universitas Brawijava
Brawijaya	Universition between speaker and addressee deriving from their similar ba	
Brawijaya	Universitas Brawijaya acquaintance or personal characteristic, such as sex. In some languages, Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya solidarity
Brawijaya		
Brawijaya	Universaffects the choice of expression of social deixis (Brown, R. and Gilman, 196	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This is crucial because the way we speak can maintain our solidarity	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universthrough the language we use. One of the ways to maintain our solidarity i	s by using tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	Univer appropriate address term. For example, during a conversation taking place	
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Brawijaya	Universthe young and the elderly, the former would more likely be expected to consider the tas Brawijaya
Brawijaya	Universitas Brawijaya appropriate address term to be used in the subsequent verbal interaction. Another
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universnoteworthy example is found during a conversation between people of similar age, tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Wherein both parties tend to use particular address term which can strengthen their Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BChoosing the correct address terms is crucial for initiating an effective and tas Brawijaya
Brawijaya	Universities Brawijaya successful communication and has long been considered to be a very salient indicator
Brawijaya	Universitas Brawijaya
Brawijaya	Universin measuring the quality of a relationship status. One can use different forms of as Brawijaya
Brawijaya	Universitate Unive
Brawijaya	
Brawijaya	Universalternatively, to insult or depreciate them. How to address people appropriately Brawijaya
Brawijaya	University diversity and the social status of the s
Brawijaya Brawijaya	Universit
Brawijaya	rank of the other, sex, age, family relationship, occupational hierarchy, transactional
Brawijaya	Universitatus, race or degree of intimacy. Universitatus, race or degree of intimacy. Universitatus, race or degree of intimacy.
Brawijaya	Universitas Rrawijava
Brawijaya	Universities There is a general set of rules for choosing appropriate address forms in Brawijaya
Brawijaya	Universities Brawijaya Indonesia. In terms of address, there are two variations to it, namely Sex Variation.
Brawijaya	Universitas Bra Universitas Brawijaya
Brawijaya	UniversThere are some examples that we can get for the use of address terms based on sex tas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Variation. For one, we usually use the address term 'Pak' to refer to senior male during tas Brawijaya Universitas Brawijaya
Brawijaya	Universipoken interaction, whether it refers to our male parents, academic teachers/lecturers as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universor other male in general. In the opposite variant, address term 'Bu' is reserved for the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya female counterparts. Additionally, Indonesians are also known to commonly use Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universaddress term 'Mbak' vand t'Mas' ato address slightly older female and male tas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BAddress term itself is one of the most imperative factors in business term. Its tas Brawijaya
Brawijaya	Universities is self-evident by both the seller and the buyer during online transaction. In
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universrecent years, online economic transaction conducted via internet is a business model (as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya widely regarded by buyers and sellers alike to be lucrative and viable. The reason is Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universbecause online transaction offers the customers easy way to shop and convenience in the Brawijaya
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	Universaving both time and money. Online transaction—heretofore referred to as online transaction.
Brawijaya	University where the years, mainly because people find it shopping—has grown in popularity over the years, mainly because people find it
Brawijaya	Universitas Brawijaya
Brawijaya	Universadvantageous and easy to initiate a transaction from the comfort of their home or as Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universifice. One of the most appealing factors revolving around online shopping, tas Brawijaya
Brawijaya	University during holiday season, is its potential capacity to eliminate the need to tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universwait in long lines or browse on multiple stores to search for a particular item. hiversitas Brawijaya
Brawijaya	Universita Universita Presently, many social media are available for use as the alternative, virtual inversitas Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universplatforms on which the online shopping may take place. Sites like Facebook, Twitter, tas Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universand Instagram are some of the popular preferences among online shoppers. Instagram as Brawijaya
Brawijaya	Universities (portmanteau of Instant and Telegram) is an online photo-sharing, video-sharing and tas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universocial networking service that enables its users to take and share their uploaded as Brawijaya
Brawijaya	Universitas Brawijaya contents on a variety of social networking platforms, such as Facebook, Twitter, tas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitas Brawijaya
Brawijaya	Universities are immediately identify the property of transaction via image shared by the as Brawijava
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya seller. Combined with eye-catching captions to complement the image in question, Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities promotional material increases the chance of the buyer becoming interested in as Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BIn this type of business the way how they use the address terms becomes a tas Brawijaya
Brawijaya	universities are provided by the provided by t
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitive face-to-face interaction to take place, they have to willingly compromise in order tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya to attract and keep the trust of their customer. As a regular customer of the online Universitas Brawijaya
Brawijaya	Universities, the writer raises this issue for her research study because the writer has as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universpersonally conducted several transactions in online shop with varying treatment in the Brawijaya
Brawijaya	past. In one instance, the seller uses term of address to make their potential buyers
Brawijaya	offiversitas brawijaya
Brawijaya	Universfeeling comfortable enough to buy their goods, like the seller referring to their as Brawijaya
Brawijaya	Universitate Universitate Brawijaya notential buyar as "Bro" for male and "Sist" for female. The celler also makes the
Brawijaya	University potential buyer as "Bro" for male and "Sist" for female. The seller also makes the Brawijaya
Brawijaya	conversation feels more intimate in order to make the customer feel comfortable Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	University while communicating. What will the writer discuss in this study is the way the sellers as Brawijaya
Brawijaya	University of online shopping in Instagram use term of address with solidarity.
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universitate In conducting this study, the writer obtains some significance, the first one is as Brawijaya
Brawijaya	Universitas Universitas Brawijaya universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universal address term. Through this research, the writer hopes that this study can provide as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya universitas Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitas Brawijaya Sociolinguistic. The other significance of the study is it can be a point of reference for Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	Universabove, the writer is interested to conduct a research about Solidarity Expressed in tas Brawijava
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Address Term Used by Indonesian Online Shop on Instagram by using Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universiociolinguistics/theories/ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	University What kinds of address terms that use by Indonesian online shop in Insta	agram?
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	a Universitas Brawijaya
Brawijaya	2. What are the factors triggering the use of Address Term in Onl	Universitas Brawijaya
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Brawijaya	Universitanstagramaya Universitas Duniversitas Brawijaya	
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Brawijaya	Universitas Brawi	universitas Brawijaya
Brawijaya	Univers1. To find out what kinds of address terms that used by Indonesian online	
Brawijaya	Universitas	Universitas Brawijaya
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Brawijaya	Univers2. To find out what the factorstriggering the use of address terms by only	ine shoppers tas Brawijaya
Brawijaya	Universit in Instagram.	niversitas Brawijaya
Brawijaya	Universit III III III III III III III III III I	hiversitas Brawijaya
Brawijaya	Universit	niversitas Brawijaya
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Brawijaya	Universitä Universitä Definition of Key Terms	Universitas Brawijaya
Brawijaya	Universita. Address Terms: Words or terms that used to address of	ther Deople tas Brawijaya
Brawijaya	Universitas L	Universitas Brawijaya
Brawijaya	Universitas (Holmes,1922)	a Universitas Brawijaya
Brawijaya	Universitas Brab. Solidarity: is a scale of perceived like-mindedness or similarity of	Universitas Brawijaya
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Brawijaya	affects the choice of expression of social deixis (Brown R and Gi	Universitas Brawijaya
Brawijaya	affects the choice of expression of social deixis (Brown, R. and Gi	Universitas Brawijaya
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Brawijaya	Universitac. Online Shop	is where a person who sells	goods through a comp	uter network or tas	Brawijaya
Brawijaya	Universitas Brawijaya social media in	Universitas Brawijaya	Universitas Brawii	ava Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	a way to display merchandi Universitas Brawijaya	se and publish images i Universitas Brawii	o de viewed by ava Universitas	Brawijava
Brawijaya	Universit potential buyers				
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Brawijaya	Universitas Brawijaya Universitas Brawijaya	nstagram is a social media	platform with sharing,	editing, photo,	Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	nched on October 6, 2010.	http://trackmaven.com/i	nstagram)	Rrawijaya
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Universitas Brawijaya Universitas BCHAPTER II iversitas Brawijaya REVIEW OF RELATED STUDY Brawijaya Universitas Brawijaya Universities. This chapter is discussed about the theories that related to this study and as Brawijaya Universitas Brawijaya several previous studies relevant to it. **Universitas Brawijaya** Univers2.1 Sociolinguistics Iniversitas Brawijaya There are so many explanation and definition about sociolinguistics as Brawijaya University Sociolinguistics is defined as the study that is concerned with the relationship between as Brawijaya Universlanguage and the context in which it is used. In other words, it studies the relationship as Brawijaya between language and society. It explains we people speak differently in different Universional contexts. It discusses the social functions of language and the ways it is used to las Brawijaya convey social meaning. All of the topics provide a lot of information about the Brawijaya University language works, as well as about the social relationships in a community, and the way as Brawijaya Universpeople signal aspects of their social identity through their language (Jenet Holmes, as Brawijaya Universitas Brawija 2001) Universitas Brawijay Universitas B The first approach, through social groups, seems more fundamental and more as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers closely tied to the genesis of linguistic differentiation. When we have finished this as Brawijaya University of analysis, we may turn to the second approach.. [Thus] we will be able to avoid Brawijaya Universary error which would arise in assuming that a group of people who speak alike is a las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B"Sociolinguistics ispart of linguistics which is concerned with language as a Brawijaya Universional and cultural phenomenon. It investigates the field of language and society & as Brawijaya Universitas Brawijaya Universitas Brawijaya Univershas close connections with the social sciences, especially social psychology, as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya anthropology, human geography and sociology."(P. Trudgill (Universitas Brawijaya a Universitas Brawijaya (1974: 32, a Universitas Brawijaya Universion Sociolinguistics). as Brawijaya Universitas Brawijaya University 2.2 Solidarity **Universitas Brawijaya** Universitas According to Brown and Gilman (1960, p.258) solidarity is a scale of as Brawijaya Iniversitas Brawijaya perceived like-mindedness or similarity of behavioral disposition between speaker Universand addressee deriving from their similar background, acquaintance or personal as Brawijaya Universcharacteristic, such as sex. In some languages, solidarity affects the choice of as Brawijava expression of social deixis. For example the choice between using familiar or polite Universecond person pronouns in many Indo-European languages, such as tu and vous, tas Brawijaya indicates the level of solidarity between a speaker and addressee. Universitas B_{In} some languages we observe there is a choice of pronouns for the speaker to tas Brawijaya Universaddress the person he/she speaks to. We can find the examples from French: Tu and as Brawijava Universitas Brawija, Vous. Many languages have a distinction corresponding to the tuvous (T/V) tas Brawijaya University distinction in French, where grammatically there is a 'singular you' tu (T) and a sa Brawijaya Univers' plural you' vous (V) but usage requires that you use vous with individuals on certain as Brawijaya occasions. The T form is sometimes described as the 'familiar' form and the V form Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Baccording to Wardhaugh (2006, p.260) one of some ways to examine the Universitas Brawijaya Universitas Brawijaya Universocial relationship is by examining the use of naming and address terms. How do we as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya name or address another? By title (T), by first name (FN), by lastname (LN), by a Universitas Brawijaya Universnickname, by some combination of these, or by nothing at all, so deliberately as Brawijaya as Brawijaya Universitas Brawijaya 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 Universignmetrical, so that Mr. Jones leads to Mr. Smith and John to Fred? All kinds of as Brawijaya combinations are possible in English: Dr. Smith, John Smith, Smith, John, Johnnie, Universides, Sir, Mack, and so on. Dr. Smith himself might also expect Doctor from a Brawijaya Universpatient, Dad from his son, John from his brother, Dear from his wife, and Sir from a las Brawijava police officer who stops him if he drives too fast, and he might be rather surprised if Universary one of these is substituted for any other, e.g., 'Excuse me, dear, can I see your as Brawijaya Universitas Brawijaya license?' from the police officer. Universitas B_{In} looking at some of the issues involved in naming and addressing, let us first as Brawijaya Universexamine practices among an 'exotic' people to distance ourselves somewhat from as Brawijava English. A brief look at such a different system may possibly allow us to gain a more Brawijaya Universible of the perspective on what we do with our own language and in our own as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer culture Knowing and using another's first name is, of course, a sign of considerable as Brawijaya Universitas Brawijaya Universitas Brawijaya intimacy or at least of a desire for such intimacy.
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitias B Holmes (2001, p.271) states that address form is a social marker that is used as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 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 Universigeneral, people use TLN (Title Last Name or an appropriate kin-term) upwards to as Brawijaya superiors and FN (First Name) downwards to subordinates, no matter how well they Universities them. Equals used mutual TLN (Title Last Name) with people they did not as Brawijaya as Brawijaya Universitas Brawijaya 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 Universpattern involving madam/sir upwards LN downwards to subordinates (clean that as Brawijaya 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 as Brawijaya can change, depending on how the relationship between the speaker and addresses Universdevelop. Another factor that can be considered is age which includes the kinship in as Brawijaya Jniversitas Brawijaya 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 Universformal situation such as discussion, debate and so on. Family relationship or kinship as Brawijava is also considered to address people. Universitias B According to Kridalaksana (1974, p.14) address terms is that system which as Brawllaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rscombines set of words or phrases used to refer or to call the subject in language event. Tas Brawijaya There are nine forms of term of address according to Kridalaksana (1974, p.14):
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers1. Personal name versitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2. Pronoun such as saya (me), aku (I), kami (we), engkau (you) and mereka (they). Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	3. Kinship such as ayah (father), ibu (mother), saudara (sister or brother	r) and adik as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya (young sister or brother).	Universitas Brawijaya
Brawijaya	(young sister or brother). Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer 4. Title and rank such as <i>dokter</i> (doctor), <i>guru</i> (teacher).	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 5. Form of pe + V such as <i>pembaca</i> (reader). Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Univers6. Form of N + ku such as <i>Tuhanku</i> (my God). Persitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya (these), situ (there).	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Braikes Nona (Miss), Tuan (Mr). Universitas Br	Universitas Brawijaya
Brawijaya	Univers9. Zero characteristics such as someone who says: mau kemana? (where d	
Brawijaya	Universita Universita	Universitas Brawijaya
Brawijaya	Universiterms of address to person is not mentioned anymore. There is no for	m, but the Brawijaya
Brawijaya		niversitas Brawijaya
Brawijaya	University	niversitas Brawijaya
Brawijaya	Universit Based on explanation above, the writer use address terms theory	
Brawijaya	Universita	Iniversitas Brawijaya
Brawijaya	Kridalakasana (1974) to support the writer in analyzing the data. Besides Universita	that, those Dniversitas Brawijaya
Brawijaya	Universtheories had close relations with topics that is being discussed, that is	
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	expressed on address term used by online shop in instagram.	Universitas Brawijaya
Brawijaya	Universitas Bl	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Univer 2. 3. 1 The factors triggering the use of address terms	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawija Universitas Brawija Univer	can trigger Universitas Brawijaya
Brawijaya	Universities the use of address terms. The two factors are status and function. The ta	able below tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universconsists of address towards the interlocutor in Bahasa Indonesia, awijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya		Jniversitas Brawija			Universitas	
Brawijaya	2.3.1.1 Table of Sta	tus and Function acco	rding to Kridalaksa	ana's (1974	Universitas	Brawijaya
Brawijaya	Universites Premiero	Iniversites Drewijes	. Universites D		Universi tas	
Brawijaya	Linivoyatina Dyanyiiana	Status Iniversitas Brawija	ro Universites D	Fu	ngsi	Brawijaya
Brawijaya	Universitas Brawijaya	Bapak. ibu, paman, dsb Iniversitas Brawija	<i> Kata pelaku^{SI}(as Bi</i> /a Universitas Bi	Pe + V pen	, dsb iversitas	
Brawijaya	Universisama Brawijaya U	Saudara, anda, you, dsb	Pangkat/gelar		ru, suster,	
Brawijaya	Lebih rendah	Saudara, adik, anak,	universitas B	iendral, dsi	Universitas	
Brawijaya	Universitas Brawijaya	Iniversit dsb	ersitas Bi		Universitas	
Brawijaya	Universitas Brawijaya The table a	bove shows that stat	us and function a	re the ma	in factors	Drawijaya
Brawijaya	Universitas Brawijay			awijaya	universitas	Brawijaya
Brawijaya Brawijaya	Universities Br	division of the usage	of term of address.	Status/cla	Universitas	
	interlocutor by the s	ocial position attached	to them. The age of	a person a	also can be	Brawijaya
Brawijaya Brawijaya	Universita	A A SH	The state of the s	1	Universitas	
Brawijaya	classified as the statu	is.				Brawijaya
		than is another type	of social status on	d function		
Brawijaya	Universit Furthermore,	there is another type	of social status and	1 Tunction		Brawijaya
Brawijaya	Indonesian society.	For instance, social sta	itus attributed by th	e time one	enrolls in	_
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Brawijaya		dentified in a manner	of addressing the p	person with		
Brawijaya	Universita Universimbak' in spite of	other people knowingl	v recognize the per	son's name	Universitas e Another	Drawijaya
Brawijaya						
Brawijaya	Universitas social status that ca	n be attained often co	mes in conjunction	with attrib	buted high	Brawijaya
Brawijaya	Universitas L			. (1, 1 - 2	Universitas	
Brawijaya	Universities Branch an institu	tion by referring to the j	person in question as	s bapak or		
Brawijaya	Universitas Bra Universitas Bray Provide r	nore comprehensive rea	asons on the factors	triggering	Universitas the use of	Drawijaya
Brawijaya						
Brawijaya Brawijaya	Universitas Brawijay	riter holds an informal		seller on Or awijaya	nline Shop tas Universitas	Brawijaya
Brawijaya	Universitas Brawijay	tive result of the intervi			Universitas	
Brawijaya	Universitas Brawijaya	· .	•		Universitas	
Brawijaya	Universitas Brawijaya				Universitas	
Brawijaya	University 2.4 Previous study				Universitas	
Brawijaya	Universitas Brawijaya				Universitas	
Brawijaya	Universitas BThere are thr					
Brawijaya						
Brawijaya	University These studies University Brawniaya	have similar topic with	the writer's study, a	albeit with o	differences	Brawijaya
Brawijaya		Jniversitas Brawija Jniversitas Brawija			Universitas	
Brawijaya		Jniversitas Brawija Jniversitas Brawija			Universitas	
Brawijaya		Jniversitas Brawijay			Universitas	
Brawijaya Brawijaya	Universitas Brawijaya	Jniversitas Brawijay	,		Universitas	
SCHWII 2 V2	LITHVARSITAS Krawilava	THINATEITAE KYAMIIA	Va LINIVARRITAC KI		LINIVAREITAE	ELLIMITANA

Universitas Brawijaya are that the writer focuses more on terms of address used by Indonesian online shop in Instagram. Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universities Br The first is the study conducted by Sulastri (2010) entitled "Javanese Terms as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya of Address (A case study in Manggung Village – Solo)". In her study, she aims to Universitas Brawijaya Universidentify Javanese term of address used by inhabitants of Manggung village, Solo, las Brawijaya ıs Brawijaya - Universitas Brawijaya Central Java. She attempts to ascertain the terms of address revealed in their status in the Brawijava relation to one's education and occupation. She also analyzes numerous types of Universpoliteness used in Manggung village. This study finds there are three categories in as Brawijaya 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 tas Brawijaya Univer categories title and rank. The second one is Anjarsari's (2015) "An Analysis of New Yorker Address" UniversTerms Depicted in How I Met Your Mother TV Show". This study analyzes the as Brawijaya 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 as Brawijaya Universethnography of speaking from the conversation. The study finds 67 New Yorker as Brawijava address terms used in How I Met Your Mother TV Shows as major pattern of address Universiterms. The major pattern included First Name, Title Last Name, and various pattern las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universuch as title, kinship terms and multiple names. In addition, there are several factors as Brawijaya Universitas Brawijaya found such as age difference, occupation difference, sex difference, kinship, and Universitas Brawijaya Universitas Brawijaya Universidegree of intimacy. This study proves that American English hast first name as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universorientation in addressing people. This study's groundwork is based on Brown's and Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Levinson's theory. Universitas Brawijaya Universitas Brawijaya Universities B Lastly, the reviewed study is conducted by Putri (2014) with the title "The as Brawijava Universitas Brawijaya
Terms of Address Used by Javanese Santri (A Case Study In Darul 'Ulum Islamic
Universitas Brawijaya University Boarding School, Jombang). This study focuses on identifying transcription of direct las Brawijaya s Brawijaya Universitas Brawijaya interview and the daily conversation produced by male and female Javanese santricas Brawijaya This study conducts thorough investigation concerning the use of address terms in UniversDarul 'Ulum Islamic Boarding School by using Kridalaksana's and Sadtono's theory. tas Brawijaya This previous study possesses some similarities with this research, namely the theory University which the data are analyzed is based on Kridalaksana's and Sadtono's theory, and tas Brawijaya Universiboth studies implement method of qualitative research. In addition, this study also as Brawijaya determines what factors affecting the use of address term amongst buyers/sellers of Universionline shop in Instagram. The aforementioned previous studies can provide several benefits to this Universitudy. It can lead this research to become more focused and not go far beyond the las Brawijaya Universtheory and it can synchronize the research. The writer has description on how to as Brawijava analyze the data by using some theories from notable experts. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas EHAPTER III iversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas BThis chapter discusses about the method that the writer uses to conduct the as Brawijaya Universitudy. This chapter consists of research design, data sources, data collection, and data as Brawijaya University Brawija **Universitas Brawijaya** Universal Research Design Universitas Brawijaya In conducting this study, the writer uses qualitative approach. According to as Brawijaya niversitas Brawijaya Univer 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 Iniversitas Brawijaya experiences and perspective; the qualitative research attempts to arrive at a vice description of the people, objects, events, places, conversations, and so on. Universitas BIn doing this research, the writer uses document analysis to distinguish which as Brawijaya address terms prevalently used on online shop in Instagram. According to TITSCHER Universet al. (2000), content analysis is "the longest established method of text analysis as Brawijaya Universamong the set of empirical methods of social investigation" (p.55). According to as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya BABBIE (2001), content analysis can be defined as "the study of recorded human Brawijaya Universcommunications" (p.304). The content will be related to term of address, solidarity as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universand the hint of politeness found on the online shopping itself. Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas BAccording to Ary et.al in their book "Introduction to Research in Education" tas Brawijaya (2002, p.442), content analysis is defined as a technique for gathering and analyzing Universitas Brawijaya Universitas Brawijaya University document of the text. The content refers to words, meaning, pictures, symbols, as Brawijaya Universitas Brawijaya University broadly as books, book chapters, essays, interviews, discussions, newspaper headlines as Brawijaya us Brawijaya Universitas Brawijaya and articles, historical documents, speeches, conversations, advertising, theater, as Brawijaya informal conversation, or really any occurrence of communicative language. Universitas Brawijaya Universitas In this case, the writer used to be a participant observation. It is a requisite that as Brawijaya Universities the writer becomes a willing participant in the culture or context being observed. The Universitierature on participant observation discusses how to enter the context, the role of the last Brawijaya Universities as a participant, the collection and storage of field notes, and the analysis as Brawijava of field data. Universitas Brawijaya 3.2 Data Sources Universitas B The data source of this research is taken from some informal conversation as Brawijaya Universbetween the writer, the buyer, and the online shop seller in a text message, line or as Brawijaya versitas Brawijaya social media. The writer also holds an informal interview with some of the online versitas Brawijaya University shop seller that offers their goods in Instagram. The writer uses to: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers1. The writer needs to search other examples from social media to collect the data as Brawijaya from other people that frequently visit online shop. In this regard, many online shops Univershave enabled chat rooms to facilitate relationship-establishment between the seller as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya and their customers. The customers would frequently respon to a good purchase by the Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya**

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer posting testimonial statements or participating in rating-giving approva	l in social tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya media platform like Instagram.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer 2. The writer becomes a participant observer. In this regard, the writer becomes	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya of the observations because the writer is a frequent costumer of online Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universimiter has had experience in how to order merchandise/goods on online sho	op seller bytas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University Contacting the seller via text message—Line, Blackberry Messenger, What	atsapp, etcitas Brawijaya
Brawijaya	University of the University o	Universitas Brawijaya
Brawijaya		
Brawijaya	Universaddress terms to their customer.	Universitas Brawijaya
Brawijaya	University University University University University	Universitas Brawijaya
Brawijaya		
Brawijaya	University correspondence to know what factors trigerring the use of address	terms by tas Brawijaya
Brawijaya	Universit UniversIndonesian online shoppers on Instagram.	hiversitas Brawijaya
Brawijaya		hiversitas Brawijaya
Brawijaya	Universit In doing this research the writer becomes participant observer who collects	niversitas Brawijaya data from
Brawijaya	Universita	Universitas Brawijaya
Brawijaya Brawijaya	Universities testimonial record provided online shop on Instagram and holds at	
Brawijaya	Universities universities with online shoppers as correspondence.	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bi	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Bracularias Universitas Bracularias Bracul	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawin Universitas B	ect the data Universitas Brawijava
Brawijaya	University from real-life purchase conducted by the writer. The writer I	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	Univer participant observer in this study to ease in the process of finding out the ac	
Brawijaya		
Brawijaya	used on the online shop and the tendencies in politeness as well. In this	Universitas Brawijaya
Brawijaya	Universwriter is acting as a buyer wishing to make a purchase via online shop.	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	when we place our orders to purchase some goods from online store, the se	eller or the Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijava

Universitas Brawijaya Universowner of the store will correspondingly send an instruction on how to place the Brawijaya seller's order. Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas B The owner or the seller will give some number—PIN Blackberry Messenger, as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ID Line, etc—to potential buyers as a means of contact. When we text or ask via Universitas Brawijaya Universitas Brawijaya Universelectronic message, we can naturally infer how the owner or the seller regards the as Brawijaya is Brawijaya Universitas Brawijaya potential buyers and how polite the seller can be. The writer has to pay more attention as Brawijaya in collecting the data from social media, because some online shops often publicly Universihare their correspondence with their customer, then the writer can obtain more data as Brawijaya 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 Universithe procedure followed by the writer in doing so: 1. Doing an observation. The writer becomes a participant observer as the writer Universmakes purchase via online shop on Instagram. 2. Searching the testimonial statement from customers on Instagram indicated by Univershastag (#) label. Univers3. Taking a note and identifying the address terms used by online shop on Instagram. Itas Brawijava 4. Interviewing the owner/the seller of Online Shop to know the factors triggering the Universitas Brawijaya Universuse of Address Term. niversus Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas l	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Univergitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Univer 3.4 Data analysis	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	to Arv et all (2010) data a	nalysis is a process whereby	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya			order to increase his unders		
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	learns. In accordance to it,	Universitas I	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universuses several steps t	hat are explained below:	ersitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya		as Brawijaya	Universitas	Brawijaya
Brawijaya			er classifies address terms u		
Brawijaya	Universitas Brayi owner or the seller	of online shop. The writer t	ries to distinguish the kinds	of address	Brawijaya
Brawijaya	Universitas bi	03'	va	Ulliversitas	Diawijaya
Brawijaya	Universterms used by Indo	nesian online shop:	業	Universitas	
Brawijaya	Universita 1 The writer transc	cribes the testimonies that ha	ve been found on Instagram	Universitas	
Brawijaya					
Brawijaya	Univers ₂ . The writer sorts	the address term found int	o a table and analyzes them	based on	Brawijaya
Brawijaya	Universit Univers Kridalaksana's the	ory (1974)		hiversitas	
Brawijaya		GO WA 1 2 4 1 1 3		hiversitas	
Brawijaya Brawijaya	3. The writer analy University	zes the factor triggering the	use of address term by Krid	alaksana's	Brawijaya
Brawijaya		the testimonies on Instagram		Universitas I	
Brawijaya	Universites			Universitas I	
Brawijaya	4. The writer draws	s conclusion.		Universitas I	
Brawijaya		1/19//	riter analyzes the factors trig		
Brawijaya	Universitas Bra	ond problem of study: the w	riter analyzes the factors trig	Universitas	Brawijaya
Brawijaya		m by Indonesian online sho	oppers on Instagram. In this		
Brawijaya				Universitas	
Brawijaya	Universities browning	ormal interview with the onli	ine shop owner or seller.	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Employe	omversitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Brawijaya	Universitas Brawijaya	Universitas Brawijaya		Universitas	
Rrawijaya	Universitas Rrawijava	Universitas Rrawijava	Universitas Rrawijava	Universites	Rrawiiava

Universitas Brawijaya Universitas ECHAPTER IV iversitas Brawijaya University and Discussion S Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universities BIn this chapter, the writer presents the research findings and discussion of this as Brawijaya s Brawijaya Universitas Brawijaya research. The first part of this chapter contains findings of the study which is the Universanswer of the problems of the study and the second is about discussion related to the las Brawijaya Universifindings of the data. Įniversitas Brawijaya hiversitas Brawijaya Univers4.1 Finding The data of this research is obtained from the testimonies posted on Instagram tas Brawijaya University and transcription of chat logs between the seller and the buyer. The answer also Universcontains the factors why the online shoppers use the appropriate address terms to their as Brawijaya Universitas Customer. The findings answer the two problems of study: to find out the address Brawijaya Universitas Brawijaya Universiterm used by Indonesian Online shoppers on Instagram and the factors which cause as Brawijaya Universithe use of address term by Indonesian Online shopper on Instagram. Universitas Bin this data analysis, to answer the first problem of the study, the writer lists Universall of the address terms found used by Indonesian Online shoppers on Instagram and as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya classifies address term that the writer has found according to Kridalkasana's theory. Sitas Brawijaya Universities B To answer the second problem of the study, the reseracher becomes a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universparticipant observation, which the researcher would purchase goods in two different as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya online shops to investigate the use of address terms from the online shop. After that, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya

Brawijaya	Universitas Brawijaya	Universitas Braw	iiava Unive	rsitas Brawijava	Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Braw			
Brawijaya	Universitas Brawijaya	Universitas Braw			
Brawijaya	Universitas Brawijaya	Universitas Braw			21
Brawijaya	Universitas Brawijaya	Universitas Braw			
Brawijaya	Universitas Brawijaya	Universitas Braw			
Brawijaya	Universitas Brawijaya	Universitas Braw			Universitas Brawijaya t the factors tas Brawijaya
Brawijaya					
Brawijaya	triggering the use of	of address terms by Inc	donesian onlir	ne shoppers on Insta	Universitas Brawijaya gram.
Brawijaya	Universitas Brawijaya				
Brawijaya	Universitas Brawijaya				
Brawijaya	Universitas Brawijaya 4 1 1 The Address	Universitas Braw Term Used Ry Indo	ijaya Unive nesian Onlin	rsitas Brawijaya e Shopper in Insta	Universitas Brawijaya gram Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas D	Unive	rsitas Brawijaya	⁶ Universitas Brawijaya
Brawijaya	Universitas BThe writer	use Kridalaksana's th	eory (1974) t	o find out the kind	s of address as Brawijaya
Brawijaya	Universitas Brawijaya			as Brawijaya	
Brawijaya	Universiterm that used by	indonesian online sho	oppers in Insta	agram. The writer f	ind the data as Brawijaya
Brawijaya	University Braw the d	ata in Instagram used	hastaghs testi	mony (#testimoni)	and then the
Brawijaya	Universitas Br	5177	1001	va	Universitas Brawijaya
Brawijaya	Universimiter capture som	ne testimony that cont	ained the add	ress term. After the	at the writer tas Brawijaya
Brawijaya	Universita			77 : 1 1 1 2 41	Universitas Brawijaya
Brawijaya	Universitied the kind	of address term into	table based of	i Kridalaksana's th	eory. In this as Brawijaya
Brawijaya	Universicase, the writer fo	cuses to analyzed the	address term	s that used by the	seller to the Brawijaya
Brawijaya	Universit		1 1 10	Y	hiversitas Brawijaya
Brawijaya	Universcustomer in Instag	ram.The data below a	are the kinds of	of address terms the	at the writer tas Brawijaya
Brawijaya	Universit found:				niversitas Brawijaya
Brawijaya	Universita \	Sall Sall			niversitas Brawijaya
Brawijaya	Universita	TO THE			Universitas Brawijaya
Brawijaya	Universität Universität Universität Table of K	inds of Address Terr	ns	a of Address Towns	Universitas Brawijaya
Brawijaya		Address Term	Killus	s of Address Term	Iniversitas Brawijaya
Brawijaya	Universitas Elikak		K	T/R Other	Universitas Brawijaya
Brawijaya	Universitas L Sist	42 1	N V	ava	
Brawijaya	Universit 3. Gan	49		√ (java	
Brawijaya	Universités. L'Say l'Isa		√	wijaya	Indianathan Dunistana
Brawijaya	Universit 6. Bundaa		V	rawijaya	
Brawijaya	Universit 7. Beb. Beb. Dear	Universitus Error	Joya Omve	rsitas Brawijaya	Universitas Brawijaya
Brawijaya	University 8. Dear Adek aya	Universitas Braw	ijaya Unive	rsitas Brawijaya	Indiana Barria
Brawijaya	Universit 10. F. Bangiava	Universitas Braw	0 0	rsitas Brawijaya	
Brawijaya	Univers 11. Bos Cantikaya	Universitas Braw	ijaya Unive	rsitas Brawijaya	III II
Brawijaya	UniversIndexBrawijaya	Universitas Braw			
Brawijaya	K = Kinship	Universites Brow			
Brawijaya	T/R = Title and ran	^{lk} Universitas Braw			
Brawijaya	Other Universitas Brawijaya	Universitas Braw			
	Universitas Brawijaya	Universitas Braw			
pramilava		The state of the s			
Brawijaya Brawijaya	Universitas Brawijava	Universitas Rraw	iiava Unive	rsitas Brawijava	Universitas Brawijava
Brawijaya	Universitas Brawijaya	Universitas Braw			
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw Universitas Braw Universitas Braw	ijaya Unive	rsitas Brawijaya	Universitas Brawijaya

Brawijaya 1	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya 🛚	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Univergitas Brawijaya
Brawijaya 🛚	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya 🛚	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya I	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya I	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya I	Universitas Based on the table above, the writer identifies 12 terms of address	ss used by tas Brawijaya
Brawijaya I	Indonesian Online shoppers on Instagram, which are divided into three type	Universitas Brawijaya
Brawijaya I	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya 🛚	Universtitle and rank, and other term. They are used by the seller to their custom	
Brawijaya 🛚	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya 🛚	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya falls under normal circumstance amongst Indonesian online shoppers that Iniversitas Brawijaya	nave many Universitas Brawijaya
	niver different ways to use address term to their customer. In addition to	
	Universitas Brawijaya U	Universitas Brawijava
Brawijaya	analysis, the writer groups the classifications of address term used by	
Brawijaya	Online shoppers. Furthermore, the writer explains the meaning of each add	Universitas Brawijaya
		o i i i jenje.
Brawijaya 1	Universincluding the function of address terms themselves. The writer emph	asizės hertas Brawijaya
	University	Universitas Brawijaya
	Universanalysis by providing some evidence concerning the use of address terr	alliversitas Brawijaya
Brawijaya	Universionline shoppers. From the evidence, there are many different kinds of add	lress terms Brawijaya
	Universit	Thiversitas Brawijaya
	Universused by the customer to the online shop seller. The writer concerns	
	University analyzing the address terms used to refer to customers. The writer gives the	I niversitas Brawijaya e evidence
	Universita ()	universitas Brawijaya
	University of 12 (twelve) address terms used by Indonesian online shopper or the o	<u> </u>
	Universitas seller on Instagram	Universitas Brawijaya
	Universität on Instagram.	Universitas Brawijaya
	Universitas Bl	Universitas Brawijaya
	Universitas Bra	Universitas Brawijaya
	Univer 4.1.2 Analysis on the kinds of address term used by Indonesian online	
Brawijaya	Universitas Brawija Universitas Brawija Universitas Brawija	Universitas Brawijaya
		Universitas Brawijaya
	Universitas Bin here, the writer explains the kinds of address terms used by I Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
	online shoppers on Instagram by using Kridalaksana's theory in greater	
Brawijaya (universities Brawing and the meaning of each address term and the function of address term and the	dress term.
	Universities Brawnaya Universities Brawnaya Universities Brawnaya Universities Brawnaya Universities Brawnaya	
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Univergitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universexplanation on the use of address term based on Kridalaksana's theory. The	nis analysis tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya is explained in following part.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B Kinship is the term that is also used by the online shoppers or the	ne seller to tas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universaddress their customer, the data are presented as follows:	Universitas Brawijaya
Brawijaya	Datum 7. Kak (Kakak): Older sister/ Older brother (Screenshot_2015	Ilniversitas Brawijaya
Brawijaya		omvoionao Bravijaya
Brawijaya	Univers50-39-180)	Universitas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	Universite trance:	niversitas Brawijaya
Brawijaya	Universi This is an informal conversation via chatting between the custom	ner and the Brawijaya
Brawijaya	University	niversitas Brawijaya
Brawijaya	Universonline shopper (The seller). In this situation, the owner of online shop is m	
Brawijaya	Universita buyer is female. Universita	niversitas Brawijaya
Brawijaya		Iniversitas Brawijaya
Brawijaya	Universitas Pembeli:Kak mau nanya buat promo buy 2 get free masknya mas Universitas ya?	
Brawijaya	Universitas Universitas L Customer: Kak, I want to ask about the promo buy 2 get a free m	Universitas Brawijaya
Brawijaya	Valid nun?	
Brawijaya Brawijaya	renjuai .nato kak, iya kak bener masin bertaku kok.	Universitas Brawijaya
Brawijaya	Universitas Bra The seller: hello kak, yesthe promo is still valid. Universitas Braw	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Braw Univers <mark>Analysis:</mark> wijaya	Universitas Brawijaya
Brawijaya	Universities Brawing Kak is the term which is used to address someone older than us. In	
Brawijaya	Kak is the term which is used to address someone older than us. In Universitas Brawijaya Universitas Brawijaya	tamily, we Universitas Brawiiava
Brawijaya	Universusually use <i>Kakak</i> to address our elder brother or our elder sister. The selle	
Brawijaya		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya shop on Instagramuses it to address their customer and it represents a form	of respect
Brawijaya	University toward the customer despite the seller does not know how old the customer	
Brawijaya		
Brawijaya	Universithe example above, the seller uses Kak to address the cutomer. It is the	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	omitorollas Brattijaya omitorollas Brattijaya omitorollas Brattijaya	omitorated branijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	conversation when the customer wants to order things. The customer is as	ked about tas Brawijaya
Brawijaya	the promo from the online shop to the seller via message chat on LINE.	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universwriter has explained prior, Kak is used to address someone older than us, it	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	the seller's attempt to give respect to the customer—to make them feel co	omfortable Universitas Brawijaya
Brawijaya	Universand build sense of solidarity. Therefore, the customer feels comfortable to as	
Brawijaya	Universitas Brawijaya U	Universitas Brawijaya
Brawijaya	Univer Datum 2. Sist / Sista (Sister) (Screenshot_2015-12-27-10-51-27-562)	Universitas Brawijaya
Brawijaya	Universitas Brawi Universitas Brawi Universitas Brawi	Universitas Brawijaya
Brawijaya	Universitas Br	Universitas Brawijaya
Brawijaya	Universitas This is an informal conversation via chatting between the customer a	and onlinetas Brawijaya
Brawijaya	Universita	Universitas Brawijaya
Brawijaya	University of the seller). In this case the seller is male and the customer is	female.In Ilversitas Brawijaya
Brawijaya	Universidatum 2, the online shopper that the researcher had analyzed is used sis/si	ista which tas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universmean sister to address his female customer.	hiversitas Brawijaya
Brawijaya	Universit Pembeli : Gan saya mau konsul	niversitas Brawijaya
Brawijaya	Universita Customer : I want to consul Gan	Iniversitas Brawijaya
Brawijaya	Universita: Penjual : Konsul apasis?	Universitas Brawijaya
Brawijaya	Universitas The seller : Consul about what sis?	Universitas Brawijaya
Brawijaya	Universitas Pembeli :Saya udah punya yicam tapi belum tau cara update atau apalah jadi Cuma taunya sambungin wifi lar	firmware Universitas Brawijaya
Brawijaya	Universitas B. HP gitu. Kalo foto ya apa adanya terus pingi	
Brawijaya	Universitas Bra firmware tapi takut brick. Kalo cuma mau belajar	+rupdate tas Brawijaya
Brawijaya	Universitas Braw firmware kena biaya berapa gan? Tapi saya juga n	
Brawijaya	Universitas Brawii Customer: I already have a yicam but do not know how to u	Universitas Brawijaya
Brawijaya	firmware or anything all I know is how to cor	nnect wifi
Brawijaya	Universitas Brawijaya Unidirectly to mobile phone. So when I take a photois	justas it is tas Brawijaya
Brawijaya	Universitas Brawijaya Uni then I also want to update the firmware but I am af	
Brawijaya	Universitas Brawijaya	uriiwaretas Brawijaya
Brawijaya	case	
Brawijaya	Universitas BrawPenjual: beli dimana sis? Kok Seller nya gak upgrade firmware	
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas BrayThe seller: Where did you buy it sis? I wonder why the sel	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Brawijava - Universitas Brawijava - Universitas Brawijava	Universitas Rrawijava

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Braw Pembeli: Beli di orang cewek, nyesel, baru tau ID Line dari d	anak ketua _{tas} Brawijaya
Brawijaya	yicam sby Customer: Buy at a girl that I knew her Id LINE from the lea	Universitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas BrawPenjual: ya begitulah: Brawijava Universitas Brawijava	Universitas Brawijaya
Brawijaya	The seller: you said so. Pembeli: saya juga ga tau apa apa. Cuma ngumpulin uang vicam tanj tanna pengarahan dari seller	Universitas Brawijaya
Brawijaya	yicam tapi tanpa pengarahan dari seller	Universitas Brawijaya
Brawijaya	Universitas BravCustomer: I also do not know anything about it. I just collect my	money to itas Brawijaya
Brawijaya	Universitas Brawijaya buy a yicam without any guidance from the seller	Universitas Brawijaya
Brawijaya	Universitas Braw Penjual: Banyak customer The seller: they have so many customers.	Universitas Brawijaya
Brawijaya	Universitas Bray Pembeli: iva itu bingung	Universitas Brawijaya
Brawijaya	Universitias Br Customer: that's why I'm confused.	Universitas Brawijaya
Brawijaya	Universitas	Universitas Brawijaya
Brawijaya	UniversAnalysis	Universitas Brawijaya
Brawijaya	Universi Universi Universi Most of the Indonesian Online shoppers on Instagram use Sis to ad	Miversitas Brawijaya dress their
Brawijaya		
Brawijaya	Universifemale customer. Kinship sister is used to address our female siblings in	
Brawijaya	University	hiversitas Brawijaya
Brawijaya		
Brawijaya	Universion young sister, but in another Country or Western, they use sister. It represe	nts a form tas Brawijaya
Brawijaya	Universita Universof solidarity toward the customer, to make a comfortable atmosphere when	universitas Brawijaya
Brawijaya		
Brawijaya	Universities talked to the customer. The address term used in the example above is	sis which
Brawijaya	Universitas Bit	Universitas Brawijaya
Brawijaya Brawijaya	Universtranslates to sister. In the example above, the seller is male and the culturiversities Braw	Universitas Brawijaya
Brawijaya	female. The seller addresses the female customer using sis to make the co	nversation Rrawijaya
Brawijaya		
Brawijaya	Universitas Brawijaya and comfortable. The seller tries to build solidarity Universitas Brawijaya	with the Universitas Brawijaya
Brawijaya	Universustomer by using one of the kinship categories which is sis. The seller t	
Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
D	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		

Universitas Brawijaya Datum 5. Bunda: Mother (Screenshot_2015-12-27-11-25-35-585) Universitas Brawijaya UniversUtterance:/ijaya Universitas Brawijaya Universionline shopper (The seller). In this situation, the owner of online shop and the buyer as Brawijaya Universitas Brawijaya Universit female.wii **Universitas Brawijaya** Pembeli: Sis, barangnya sudah sampai ya... Universitas Brawijaya Customer: Sis, the goods arrived already... Penjual: Thank u for shopping bunda The Seller: Thank u for shopping mom Iniversitas Brawijaya Pembeli: you're welcome hiversitas Brawijaya Customer: you're welcome Universanalysis The goods supplied by the seller in the example above are baby products and Université majority of buyers are women. In Indonesia, there are some address terms to tas Brawijaya Universname our mother likes mama, ibu, mami, umi and bunda. It functions as a as Brawijava representation of respect towards woman. The sellers use the address term bunda with University purpose or function of positioning the buyer as her own mother. She treats the as Brawijaya Universitas Braw 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 Universbuyer. By calling the buyer with the mother would reflect our respect for the buyer. Sitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	UniversUtterance: ijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	Universities customer and the online shopper (The seller), in this conversation the seller and las Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitä customer is male. rawijaya Universitas Brawijaya
Brawijaya	Universitas Brayer : pelayanannya mantap, ramah, gesit kirim langsung hari itu
Brawijaya	Universitas Br juga. Mantap, semoga kedepannya ada bonus-bonusnya Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universita Customer: have a great service, friendly, perceptive and immediately send as Brawijaya
Brawijaya	University the itemat the same day. Satisfied, hopefully in the future there are bonuses for any purchases wkwkwk
Brawijaya	Universi The seller: tengkyu bro udah belanja di @jualhelm. Siap bro hahaha iversitas Brawijaya
Brawijaya	Universi The seller: thank you for shopping @jualhelm bro. Sure bro hahaha liversitas Brawijaya
Brawijaya	Universita hiversitas Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universita The kinship category used in the example is bro or brother, which is used to Brawijaya Universita The kinship category used in the example is bro or brother, which is used to Brawijaya
Brawijaya	oniversitas brawijaya
Brawijaya	Universaddress male siblings. In Indonesia, this address term is often used to address our tas Brawijaya
Brawijaya	Universitas male friends and one of the examples is shown in the conversation example above by Universitas Brawijaya
Brawijaya	
Brawijaya	Universionline shopper with their customer in Instagram. Aya Universitas Brawijaya
Brawijaya	Universitas Braw Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	female definition above, this term is prevalently used in another country or western.
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya	Universin Indonesia, we use Kakak or Mas to address elder brother and Adik to address as Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya young brother. It represents a form of solidarity toward the customer, to make a Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya
Brawijaya	University the example is bro or brother which is used to address male siblings. In Indonesia, as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
the state of the s	omivoratua brawijaya - omivoratua brawijaya omivoratua brawijaya - omivoratua brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitis address term often used to address our male friends and one of the e	xamples is tas Brawijaya
Brawijaya	shown in the conversation example above by online shopper with their c	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	UniversInstagram. Address term 'bro' or brother used by sellers as a statement that	the sellers tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya assume the buyer is a member of his family, either younger or older brouniversitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universities the conversation between the seller and the buyer will feel more familiar	, close and tas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University not awkward. In Indonesia, it has become a habit for adolescent boys or ac	iult men to tas Brawijaya
Brawijaya	Show solidarity or familiarity by calling relatives and close friends using t	Universitas Brawijaya he address
Brawijaya	Universitas bi	Universitas brawijaya
Brawijaya	Universterm 'bro'.	Universitas Brawijaya
Brawijaya	Universita Potum 0 Adalas young sistem/young byother (Saraanshat 2015 12 27	Universitas Brawijaya
Brawijaya	Univers Datum 9. Adek: young sister/young brother (Screenshot_2015-12-27	
Brawijaya	Universized)	niversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	UniversUtterance:	hiversitas Brawijaya
Brawijaya	Universita Universita From the captured, the situation is an informal conversation versition of the captured o	Iniversitas Brawijaya ia chatting
Brawijaya		
Brawijaya	Universbetweenthe customer and the online shopper (The seller), in this conve	
Brawijaya	Universitas Universitaler and the customer are female.	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas B. Pembeli: bagus kak suka sekali sepatunya	Universitas Brawijaya
Brawijaya	Universitas Bra Customer: it is good kak, lovethe shoes very much.	Universitas Brawijaya
Brawijaya	Universitas Bra Penjual: Aaaaa adek ini. Makasih. The seller: Aaaaaadek. Thanks.	Universitas Brawijaya
Brawijaya	Universitas brawija 1	Universitas Brawijaya
Brawijaya	Customer: Hehe vou're welcome kak sometime I will order agai	n kak
Brawijaya	Tenjuai. Hinini iya iya anunggu.	
Brawijaya	Universitas Bra The seller: Lol, we'll wait for your next order. itas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas B In Indonesian, 'Adek' is usually used to address the younger broth	
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universof ours or someone whose age is below us as our younger classes at sc	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universaddress term adek is not only used for younger siblings alone, since it could be used as Brawijaya
Brawijaya	for the in-laws and cousins. This address term reflects the respect and solidarity to
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universpeople we talk to. In this case, the online shop seller tries to appreciate the buyer as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya using the address term adek. The example is found on the online shop _aisyashop_ on Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universinstagram, which is a sign that the seller or owner of _aisyashop_ is indeed using the as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universaddress term 'adek' to all its female customers. This online shop sells various types of tas Brawijaya
Brawijaya	women clothing, and the writer is certain that the seller commonly used the term
Brawijaya	offiversitas brawijaya
Brawijaya	Univers'adek' to all buyers in spite of the seller being in no family relationship with the buyer. Tas Brawijaya
Brawijaya	University University The use of the address term 'adek' is just one way to create closeness and solidarity as Brawijaya
Brawijaya	
Brawijaya	University between the seller and the buyer, to make the buyer feel comfortable.
Brawijaya	University and Inversity and I
Brawijaya	Universit The seller considers the customer as one of his/her family members like the as Brawijaya
Brawijaya	University seller younger sister. By doing so, the seller hopes that the buyers feel comfortable
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universand are able to assume that the seller is her own sister. The buyers also do not need to as Brawijaya
Brawijaya	Universitas Universitas Brawijaya feel hesitated when asking all available options prior to placing an order. By doing so, tas Brawijaya
Brawijaya	
Brawijaya	Universities Customer will feel appreciated and happy with the services provided. That could as Brawijaya Universities Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawija wili return tile order at tile store because or digagore pascendras Brawijaya
Brawijaya	Universitas Brawija Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universidatum 10. Bang = Abang (Older Brother) (Screenshots_2015-12-29-20-57-04-tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Univers ²²¹ Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Utterance: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijava - Universitas Brawijava - Universitas Brawijava - Universitas Brawijava

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univers From the captured, this is an informal conversation via chatting betweenth	e customer tas Brawijaya
Brawijaya	and the online shopper (The seller), In this conversation the seller and the	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawijaya Penjual: Bang itu nomer resinya. Kalau barang sudah sampai k Universitas Brahang	Universitas Brawijaya
Brawijaya	Universitas Braya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bra The seller: Bang that is the resi number. If the goods have reach	ed just tellitas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bra <i>Pembeli</i> : <i>iya mas, makasih ya</i> Customer: yes, thank ya	Universitas Brawijaya
Brawijaya	Universitas Bray Penjual: Sian bang.	Universitas Brawijaya
Brawijaya	Universitas Br The seller: OK bang	Universitas Brawijaya
Brawijaya	Universitas / Pembeli: Mas udah sampe. Makasih ya	Universitas Brawijaya
Brawijaya	Universita Customer: the goods arrived already, mas. Thank you	Universitas Brawijaya
Brawijaya	Universi Penjual: Oke sama-sama bang. The seller: Ok, you're welcome bang.	niversitas Brawijaya
Brawijaya	University	niversitas Brawijaya
Brawijaya	UniversAnalysis	hiversitas Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universit This address term is similar to brother. In Indonesia, we use Abang	
Brawijaya	University of older Brother or men who are older than us (according to KBBI). There	e are a few tas Brawijaya
Brawijaya	Universita: ()	Universitas Brawijaya
Brawijaya	Universaddress terms that we use to address someone who is older than our age.	
Brawijaya	Universitas men, we used to address 'Bang' or Mas, while we resolve to Teteh or Mbak Universitas B	Universitas Brawijaya to refer to
Brawijaya		
Brawijaya	Universwomen	Universitas Brawijaya
Brawijaya	Universitas Braw Universitas BIn Indonesia, the 'abang' is originated from the address term common terms of the state of t	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawijaya amongst the members of the tribe of Batak in Sumatra. Batak possesses an Universitas Brawijaya	indigenous
Brawijaya		
Brawijaya	Univer custom, according to which every person born in Batak bears a surname c	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya generations. <i>Abang</i> is a term commonly used by Batak people to address eluniversitas Brawijaya Universitas Br	der brother
Brawijaya Brawijaya		
	according to that surname. Such as the family name of Simanurung, for it	
Brawijaya Brawijaya	Universitas Brawijaya	
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya		
		Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya		
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universmembers will be obliged to call him 'abang'. In this case, the writer also finds a few as Brawijaya
Brawijaya	examples of the use of address term 'abang' that is different from Sumatra. In Jakarta,
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universal lot of people use the term 'abang' to address street vendors. Furthermore, the writer as Brawijaya
Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas BAbang represents the sense to honor reserved for someone older than us. tas Brawijaya
Brawijaya	Universimilar to the use of address term 'bro', address term bang or older brother is used by
Brawijaya	Universitas Brawijaya
Brawijaya	Universellers as a statement that the seller considers the buyer is a member of his family, tas Brawijaya
Brawijaya	Universitate Universitate Brawijaya
Brawijaya	University young brother or older brother. The conversation between the seller and the buyer as Brawijaya
Brawijaya	Universital appear to be more familiar, intimate and not awkward.
Brawijaya	Universitas Brawijaya
Brawijaya	Universit hiversitas Brawijaya
Brawijaya	Universitas Brawijaya 4.1.2.2 Title and Rank
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universitas Title and Rank is one kind of address terms which is used by people who have as Brawijaya
Brawijaya	Universitas Universitas Brawijaya Universitas position in community or society because of their title or rank itself. There are as Brawijaya
Brawijaya	
Brawijaya	two kinds of address terms included into title and rank category. They are as follow: Brawijaya
Brawijaya	Universitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas B This is an informal conversation via chatting between the customer and the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universonline shopper (The seller), in this conversation the seller and the customer is male. Sitas Brawijaya
Brawijaya	
Brawijaya	Universitas Bravilas Brawijaya Pembeli:Dan sekarang gini terus wifinya gamau kedip, gam au muncul Juga di wifi HP.
Brawijaya	Universitas Bra Customer: And now the wifi's LED is not blinking, and it's not detected in tas Brawijaya
Brawijaya	Universitas Brawijaya Urmy phones Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra Penjual: Itu Yicam abis kenapa gan, sampai gitu. Cabut memorynya trus tas Brawijaya
Brawijaya	hard restart lagi power+wifi dipencet lama barengan. Cobain aja gan
Brawijaya	Universitas Bra The seller: what happened with that yicam gan, until it doesn't run as Brawijaya
Brawijaya	Universitas Brawijaya Uni properly. Try to unplug the memory thendo the hard restart tas Brawijaya
Brawijaya	Universitas Brawijaya Uni by hold the power and the wifi button in the same time. Try it as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra Customer! Yes it's done, it fixed Presitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra <i>Penjual</i> : <i>Alhamdulillah</i> as Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra The seller: Alhamdulillah Pembeli: Makasih banyak bantuanya gan Universitas Brawijaya
Brawijaya	Universitas Bra Customer: Thank you so much for your halp gan laya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Penjual: Sesuai dengan janji saya di Instagram. Customer nanya pasti as Brawijaya
Brawijaya	saya layani. Walaupun udah beli lama di saya. Silike istas biawijaya
Brawijaya	Universita Universita Universita Universita Universita Universita The seller:As what I promised in Instagram. I will serve all of the tas Brawijaya questions, even if they have been bought goods in my store a tas Brawijaya
Brawijaya	long time ago.
Brawijaya	Pembeli : Tjakep! Juragan wifi emang recommended seller, sekali lagi tas Brawijaya
Brawijaya	makasih banyak bantuannya gan.
Brawijaya	Customer: Cool! <i>Jurgan wifi</i> is recommended seller, indeed. Once again as Brawijaya thanks a lot for your help gan.
Brawijaya	Universitas Brawnjaya
Brawijaya	Universitas Brawijaya Iniversitas Brawijaya
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universitas From the example above online shopper or the seller use the word 'Gan' to tas Brawijaya
Brawijaya	Universitas his customers. The word 'Gan' itself comes from the word 'Jiniversitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	UniversAccording to KBBI the term 'Juragan' used by the wage peoples and it refers to the as Brawijaya
Brawijaya	Universitas Braw Universitas Brawijaya Universitas Brawijaya
Brawijaya Brawijaya	
Brawijaya	Universitas Brawijaya popularized by the largest online community in Indonesia, Kaskus. Kaskus itself is Universitas Brawijaya
Brawijaya	Universimate by Indonesian boys, namely Andrew Dervish, Ronald Stephen, and Buditas Brawijaya
Brawijaya	
Brawijaya	Universities Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya Dharmawan on 6 November 1999 with the URL. Kaskus.co.id. In this community Brawijaya
Brawijaya	Universithere is a special purchase forum named FJB Kaskus. That's where the origins of the tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universword that becomes popular in the community of online trading or online shop. This tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universword is used to honor fellow members of Kaskus or buyers to feel	respected tas Brawijaya
Brawijaya	Indonesia adheres to understand that the customer is king. They want to po	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University like kings in other words the skipper. The writer found one of the	
Brawijaya	about 'Gan' to address the customer. The opinions come from the municipal control of the municip	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	University Kitabgaul.com, Hatsune Miku. He said that addressing others using	Ganerortas Brawijaya
Brawijaya	Universitas Brawijaya	Universitas Brawijaya
Brawijaya	'Juragan' will sound more friendly. (Published on 23 Desember, 2010)	Universitas Brawijaya
Brawijaya	Universitas Bray Juragan or Agan according to KBBI is:	Universitas Brawijaya
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	1. Terms from wage people to the employer, master, and mistress	
Brawijaya	Universite 2. The owner of the company, (especially batik companies).	Universitas Brawijaya
Brawijaya	OHIVEISI TO THE STATE OF THE ST	niversitas Brawijaya
Brawijaya	3. The owner and leader of the boat. (http://kbbi.web.id)	niversitas Brawijaya
Brawijaya	Universit Universit In this captured the seller uses ther terms gan to regards the cuto	hiversitas Brawijaya
Brawijaya	. Carrie (1.4) 2 4 7 1 4 12 14 14 14 14 14 14 14 14 14 14 14 14 14	
Brawijaya Brawijaya	University higher position than he, the seller. This is related to the Indonesian seller w	ho kept up
Brawijaya	Universities understanding that the buyer is king. People use the term 'Gan' or	
Brawijaya	Universities Universities	Universitas Brawijaya
Brawijaya	honor someone who was invited to speak in order to look more polite not	t to offend, as Brawijaya
Brawijaya	University 2 and to regards the buyer or the customer to the higher position. The selle	
Brawijaya	Universities Bra	Universitas Brawijaya
Brawijaya	Universervice the customer or the buyer very well.	Universitas Brawijaya
Brawijaya		Universitas Brawijaya
Brawijaya	Universitas Brawii Universitas B	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Bra Penjual: Belum ada yang kayak gitu bos iversitas Brawijaya	Universitas Brawijaya
Brawijaya	The seller: There is nothing like that boss Pembeli: Bos baru dateng lagi yang ini	Universitas Brawijaya
Brawijaya	Universitas Bra Customer: Boss, the other one is just arrived. Sitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas Brawijava

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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universities B The word 'Bos' is the adaptation of English language 'Boss' that has	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universperson in charge of a worker or organization. Here the seller uses 'Bos'	to addresstas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya buyers to make the buyers feel precedence, respected and comfortable. In Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas — Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universithe seller in Indonesia kept up the understanding thatthe buyer is king. By	selecting tas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universithe address terms such as 'Boss' the buyers will feel respected and are inter-	rest to puy tas Brawijaya
Brawijaya	Universities reduct in their online shop. A S B iiaya	Universitas Brawijaya
Brawijaya	Universitas bit	Universitas Brawijaya
Brawijaya	Universitas The situation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer asks about the designation of the example above is a buyer ask above is a buyer above i	
Brawijaya	University University University University	Universitas Brawijaya
Brawijaya		
Brawijaya	used the word boss to address the customer. Just as the use of the word 'Gar	n', address Brawijaya
Brawijaya	University	hiversitas Brawijaya
Brawijaya	. Sept Will & C 1 / 2 / 14/2 /	
Brawijaya	University They want to position their buyers like kings in other words to make the University	customers Prawijaya
Brawijaya Brawijaya	Historia material i	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Universitas	Universitas Brawijaya
Brawijaya	Universitas L	Universitas Brawijaya
Brawijaya	Universal. 2.3 Others Kinds of Address Terms Found That Used By Indonesia	
Brawijaya	Universitas Bra	Universitas Brawijaya
Brawijaya	Universitas Br Shoppers in Instagram.	Universitas Brawijaya
Brawijaya		
Brawijaya	Universitas Brawia Universitas Brawia Universitas Brawia	that used Universitas Brawijaya
Brawijaya	University Indonesian Online shoppers in Instagram.	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer Datum 4. Say/ Sayang: Darling (Screenshot_2015-12-27-11-14-59-933)	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijava - Universitas Brawijava - Universitas Brawijava -	Universitas Brawijaya
Brawijaya	Universitas Bra Penjual: Wah selamat nyobain say , semoga cocok yah. Ma	kasıh uda Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Rrawijaya	Universitae Rrawijava Universitae Rrawijava Universitae Rrawijava	Universites Brawijaya

Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra The seller: Well just give it a try, may it will match to you. Thanks for as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The word 'say' was an abbreviation of the word 'sayang'. This wordused to Universitas Brawijaya
Brawijaya	Universaddress people we love, such as like a mother to her child, a loved one as a husband, as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universities, boyfriend or girlfriend. The example above is one of the chat an online seller as Brawijaya
Brawijaya	Universitas Brawin A C D A dijaya Universitas Brawijaya
Brawijaya	Universities beauty products to customers who have purchased the beauty products. Brawijaya Universities Brawijaya
Brawijaya	Universing the chat, the seller using the address term 'say' that means dear or beloved. This is Brawijaya
Brawijaya	Universita Universitas Brawijaya
Brawijaya	Universaddress term usually used to address the people we love. In this case shows that the tas Brawijaya
Brawijaya	
Brawijaya	University is tried to establish solidarity, to make the buyer feel comfortable and are tas Brawijaya University
Brawijaya	Universinterested to buy the products in the shop again because the service is good and fun. Sitas Brawijaya
Brawijaya	Universita Iniversitas Brawijaya
Brawijaya	Univers Datum 6. Beb: babe/ bèbè (Screenshot_2015-12-27-11-40-59-301)
Brawijaya	Universitas Universitas Brawijaya
Brawijaya	Universitate Universitate Brawijaya
Brawijaya	
Brawijaya	Tembeti. Say keren kati diambhamu, aku pake satu minggu nin tidi.
Brawijaya	Universitas Bra Customer: say, your diamond is cool, I have been using it in a week, look! as Brawijaya
Brawijaya	Universitas Braw It is awesomeeeeee. Ijaya Universitas Brawijaya
Brawijaya	
Brawijaya	Universitas Bray Penjual: Woww Cantik kali tattomu beb *salah focus. Iya beb putih ya Universitas Brawijaya The seller: Woww your tattoo is beautifulbeb * wrong focus/out of topic.
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijava	
Brawijaya Brawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava
Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
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Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Brawijaya
Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya Brawijaya	Universitas Brawijaya

Universitas Brawijaya Univer In French Terms of Endearment Mon bèbè is mean my baby. More or less the as Brawijaya definition of babe is had the same definition of 'Say' and equally as means dear or Universitas Brawijaya Universmy dear awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya From the American Heritage 4th Edition Babe as noun Universitas Brawijaya Universitas Bran, a baby; an infant. Universitas Brawijaya n. An innocent or naive person. Universitas Braw. Slang a young woman. Universitas Brawijaya n. Informal Sweetheart; dear. Used as a term of endearment. Iniversitas Brawijaya The address term 'Beb' is currently the most frequently address term used in Brawii Universindonesia, including in the online shop. If the view of the origin of the word itself as Brawijaya Univers'beb' from Babe and bèbè, the word is commonly spoken by male to female or vice as Brawijava versa. Nowadays, In Indonesia this address term is mostly used by women to women. UniversOne of them is like the example above. Based on the analysis conducted by the as Brawijaya Universitas Brawijaya writer, most online shoppers that used 'Beb' as terms to address to their customers are Brawijaya online shop that selling women clothes or beauty products. By using beb, it will as Brawijaya Universmake the customer comfortable and close to the seller. **Universitas Brawijaya** Datum 8. Dear (Screenshot_2015-12-27-14-17-16-217) Universitas Brawijaya UniversUtterance: ijava Universitas Brawijaya Universitas Brawijaya : Kak mau nanya, memoriesnya Lang Leav brapa ya? Universitias Bra Customer: Kak, I want to ask, how much the price of "memories" by Lang as Brawijaya Universitas Brawijaya Universitas Brawijaya Un Leav?tas Brawijaya Universitas Brawijaya Universitas Bra Penjual: Hai2, PO -/+ 30 hr, hardcover – 230. Mau order? " The seller: Hi2, PO - / + 30 days, hardcover - 230. Want to order? Universitas Brawijaya Universitas Brawijaya

Brawijaya Universitas	as Brawijaya as Brawijaya as Brawijaya as Brawijaya as Brawijaya
Brawijaya Universitas	as Brawijaya as Brawijaya
Brawijaya Universitas	as Brawijaya
Brawijaya Universitas	
Brawijaya Universitas	
Brawijaya Universitas	as Brawijaya
Brawijaya Universitas Bra Pembeli: Kalo yang love and misadventure atau lullaby udah sold kah kak?	as Brawijaya
Name a ama a dulu a an an a na 2	
Customer: how about "love and misadventure" or "lullaby" is it sold	as Drawijaya
,	as Brawijaya
Brawijaya Universitas Bra <i>Penjual: No worries dear</i> , ga nanya ga tau. PO -/+ 30 hr juga @ 195 rb. Brawijaya Universitas Bra The seller: No worries dear, you will know nothing if you're not asking.	as Brawijaya
PO - / + 30 daysas well and the price @ 195 rb.	
Allalysis	as Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universit	
Brawijaya Universitas BIf someone or something is dear to you, it means you hold them or t very	
Brawijaya Universitas Brawijaya Close to your heart. As a written form of address — such as "Dear Mr. So-and-so" — Universitas Brawijaya Universitas Brawi	as Brawijaya
Brawijaya Universidear is generally a polite but impersonal standard greeting. Dear can sometimes mean	as Brawijaya
Brawijaya Universitas Universit	as Brawijaya
Brawijaya Universexpensive, as in "The cost of food is so dear these days," though that's a rather dated	
Brawijaya Universi Brawijaya Universi Brawijaya Universi	as Brawijaya
Brawijaya University in State of the State o	as Brawijaya
Brawijaya Universinsufferable cuteness, dear can also mean "sweet" or "adorable." In this sense, dear is	as Brawijaya
Brawijaya Universit niversit	as Brawijaya
Brawijaya Universat favorite word of grandmothers and other doting relations.	as Brawijaya
Brawijaya Universitation University (http://www.vocabulary.com) Iniversity (http://www.vocabulary.com)	as Brawijaya
Brawijaya Universita () Universita	as Brawijaya
Brawijaya Universitas The use of address term 'dear' here is to appreciate the buyers or potential	as Brawijaya
Brawijaya Universitas buyers. This is done that they do not feel awkward, feel comfortable to ask questions Universitas Brawijaya	as Brawijaya
Brawijaya Universitas B	as Brawijaya
Brawijaya Universor order. With the proper address term, customer will be happy to do the transaction.	
Brawijaya Universitas Braw	as Brawijaya
Enough theme it also som he established solidarity	as Brawijaya
Brawijaya Universitas Brawijaya Universit	as Brawijaya
Brawijaya Univers Datem 12. Cantik: Beautiful, pretty (1451416539394) sitas Brawijaya Universit	as Brawijaya
Describera Habrarattas Describera Habrarattas Describera Describera Habrarattas Describera	as Brawijaya
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	as Brawijaya
Utterance:	
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Pembeli: Kamsahamnida eonnia pesananku udah nyampe nih. Dress nya	
Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Pembeli: Kamsahamnida eonni~ pesananku udah nyampe nih. Dress nya	
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Brawijaya Universitas	as Brawijaya as Brawijaya as Brawijaya as Brawijaya as Brawijaya

Universitas Brawijaya Univers**Analysis** wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 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. as Brawijaya UniversEach person has a different answer, and it's back on the extent to which the person is as Brawijava assessing the meaning of beauty. Every woman would love to be considered as Universitas Brawijaya Universbeautiful. Here online shoppers try to give pleasure to their customers using the as Brawijaya Universbeautiful or 'cantik'as the address term. The Sellers used address term 'cantik' to las Brawijaya please its customers with expectations of buyers happy with the service, and feel Universmore 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 Universionline shoppers on Instagram, the study also find factors triggering the use of address las Brawijaya terms by Indonesian online shoppers on Instagram. According to Kridalaksana's Universities, there are two factors triggering the use of address term: status and function. Tas Brawijaya Univers For the status, the researcher has her own perspective that the relationship between as Brawijaya Universitas Brawijaya , Universitas Brawijaya Universitas Brawijaya , Universitas Brawijaya the seller and the buyer or the customer is a stranger. Which is they do not know each Universities other and they never meet before. In this case, online shoppers had principle that they as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univershave to maintain how they talk to the customer, customer is a king. So they have to as Brawijava Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya**

Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya service them very well. One of the ways that the online shoppers did is how they use Brawijaya the appropriate address terms. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universities B The writer finds 3 kinds of status: kinship, title and rank and others. For the las Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya function, every address term that online shoppers had used have their own function.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities functions are to respect their customer, to maintain a solidarity, to regard their as Brawijaya s Brawijaya - Universitas Brawijaya customer to higher position than the seller, to make them feel comfort, and to make **Universitas Brawijaya** Universithem feel like their own family. Universities The writer gathers there are several factor triggering the use of address term as Brawijaya by Indonesian online shoppers in Instagram. To answer the second problem of the Universitudy, the writer conducted informal interview with 2 different online shops to know as Brawijaya Universities factor influencing the address terms that they used. niversitas Brawijaya The writer finds several factors trigger the use of address terms by Indonesian Universionline shoppers on Instagram. The factor triggering the use of address terms by as Brawijaya online shoppers in Instagram to their cutsomer are: Universit. To make their customer comfort and simplify two-way communication between as Brawijaya Univer the seller and the buyer. The data that support this factor is in: **Universitas Brawijaya** Universitas Brawijaya Universitas Braw Pembeli: Gan saya mau konsulaya Universitas Brawijaya Universitas Bray Customer: I want to consul Gan **Universitas Brawijaya** Penjual: Konsul apasis? Universitas Brawijaya
The seller: Consul about what sis?

Universitas Brawijaya Universitas BrawPembeli: Saya udah punya yicam tapi belum tau cara update firmware as Brawijaya **Universitas Brawijaya** Un atau apalah jadi Cuma taunya sambungin wifi langsung ke as Brawijaya HP gitu. Kalo foto ya apa adanya terus pingin update firmware tapi takut brick. Kalo cuma mau belajar + update Universitas Brawijaya Universitas Brawijaya

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Brawijaya Universitas	Brawijaya	will be brick. If I only want to learn + update th	ie firmware
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Brawijaya Universitas		Universitas Braw Jaya between the seller and the buyer with addresses the buyer sist or sister	Universitas Brawijaya
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Customer: Yes it's done, it fixed Penjual: Alhamdulillah The seller: As 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 seller in guestions, even if they have been bought goods in my store a tas Brawija Iniversitas Brawijay Universitas Brawijay Univers
Penjual: Alhamdulillah The seller: Alhamdulillah Pembeli: Makasih banyak bantuanya gan Customer nanya pasti saya layaui. Walaupun udah beli lama di saya. The seller: As what I promised in Instagram. I will serve all of the serve all
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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 as Brawija long time ago. Universitas Brawijaya Brawijay
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The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija long time ago. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija long time ago. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija long time ago. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija long time ago. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija long time ago. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija and they are seller. The seller: As what I promised in Instagram. I will serve all of the as Brawija questions, even if they have been bought goods in my store at as Brawija and they are seller. The seller: As what I promised in Instagram. I will serve all of the as Brawija and they are seller. The seller: As what I promised in Instagram. I will serve a seller all of the as Brawija and they are seller. The seller than the serve all of the as Brawija and they are seller. The seller than the serve all of the as Brawija and the seller. The seller than the serve all of the as Brawija and the seller. The seller than the serve all of the as Brawija and the seller. The seller than the serve all of the as Brawija and the seller than the serve all of the seller. The seller than the serve all of the seller than the seller than the seller. The seller than the seller than the seller than the seller than the seller. The seller than the seller than the seller than the seller. The seller than the seller than the seller than the seller.
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Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 3. To feel more familiar, solidarity, intimate and can be more relaxed when talking or tas Brawijaya order. The data that support this factor is in: Universitas Bra Pembeli: say keren kali diamondmu, aku pake satu minggu nih liat as Brawijaya Universitas Brawijaya Uniwaniteepppppppi,aya Universitas Brawijaya Universitas Bra Customer: say, your diamond is cool, I have been using it in a week, look! as Brawijava Universitas Braw and The seller: Woww... Cantik kali tattomu beb *salah focus. Iya beb putih ya Universitas Brawijaya Universitas Bra The seller: Woww ... your tattoo is beautiful beb * wrong focus/out of topic. Yeah, it works well *beb*. Universitas From the example above, the seller adreeses her buyer used terms beb. Beb is as Brawijava Universities similar term with say and dear which mean sweetheart that mostly used by mother to Universher daughter, best friend or maybe boyfiend to his girlfriend or on the contrary. In las Brawijaya 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 las Brawijaya Universwant to buy again in her online shop. 4. Address terms is concerns the propriety of speech. Universitas BThe 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 Universwriter, the most factors that trigger the used of address terms by Indonesian Online as Brawijava 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 as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universresearchers, when the writer talks via chat to order the goods, the owner of Lego.lo as Brawijava uses address terms kak while the owner of Fleurbookshop uses address terms dear. Universities also feels the impact of the used of address terms. The writer does not feel as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universawkward when order and asked the terms of purchase. The writer tends feel as Brawijaya comfortable and appreciated. Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas B First interview, the writer chooses online shop named Lego.lo. Like the writer as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya said in the data source, the writer will be a participant observation. In this case, the Universitas Brawijaya Universitas Brawijaya Universifiest step that the writer does is bought product from Lego.lo. The writer knows this as Brawijaya s Brawijaya - Universitas Brawijaya 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. Universities, the writer buys a product from Lego.lo. After the writer buys the product, the writer asks the owner for the latter's Universavailability to be interviewed concerning the address term used and what factors as Brawijaya Universtriggering the use of address term itself. This is the result of interviews between the as Brawijava writer and the owner of the online shop Lego.lo: Universitas Brawijaya Univers Datum 1.Informal Interview with the owner of @Lego.lo. From the first datum informal interviews between the researcher and the as Brawijaya owner of Lego.lo shop, the researcher had result. First, when the researcher make an las Brawijaya Universorder, the owner used 'Kak' to address the researcher as their customer. This is the as Brawijava Universities Brawing evidence to prove the used of address term 'Kak' from the Lego.lo owner to the Univers researcher in the findings, datum 7 in Kinship categories: tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Pembeli: Kak mau nanya buat promo buy 2 get free masknya masih as Brawijaya berlaku ya? Customer: Kak, I want to ask for promo buy 2 get free mask, is still valid huh? Universitas Bra Penjual: halokak, Iya kak bener masih berlaku kok. Brawijaya Universitas Bra The seller: hello kak, yesthe promo is still valid. Brawijava Universitas Brawijaya Universitas Brawijaya

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Brawijaya	address their customer and what the factors they used it. The owner of Lego.lo always
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universused 'Kak' to address their customer wheter male or female, they want to make a as Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya different address terms that the other online shop which is mostly use 'bro' and 'sist' Universitas Brawijaya Universitas Brawijaya
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Brawijaya	Universimplify two-way communication between the seller and the buyer.Lego.lo owner as Brawijaya
Brawijaya	Universities Brawijaya gave an opinion that the use and the choice of address terms to buyers are very
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Brawijaya	Universimportant in marketing communications, they try to keeping the courtesy to buyers so las Brawijaya
Brawijaya	Universitat buyers feel well served and appreciated. Vniversitas Brawijaya iversitas Brawijaya
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Brawijaya	Second interviewed is with @fleurbookshop. The researcher also bought the Brawijaya
Brawijaya	University liversitas Brawijaya University product from this online shop and the owner is willing to be interviewed. And this is as Brawijaya
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Brawijaya	result: Universitation
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Brawijaya	Universities From datum 2, the researcher also found the factor that the owner of Brawijaya
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Brawijaya	Universresearcher get 'dear' address term that used by the owner. This is the evidence when as Brawijaya
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Brawijaya	Universitas Brawija, the researcher had to order: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra Pembeli: Kalo yang love and misadventure atau lullaby udah sold kah as Brawijaya
Brawijaya	Universitas Brawijaya Unikak? Nanya-nanya dulu gapapa ya?s Brawijaya Universitas Brawijaya
Brawijaya	Universitas Bra Customer: If love and misadventure or lullaby already sold, kak? Ask first as Brawijaya
Brawijaya	it is okay, right? Penjual: No worries dear , ga nanya ga tau. PO -/+ 30 hr juga @ 195 rb.
Brawijaya	Universitas Bra The seller: No worries dear, do not ask do not know. PO - / + 30 hr well @ as Brawijaya
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Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 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 Universitheir cutomer to feel more familiar, solidarity, intimates and can be more relaxed as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya when talking or order. The owner alsod gave an opinion that the use of address terms Universitas Brawijaya Universis important because it concerns the propriety of speech Brawijaya Universitas Brawijaya Brawijaya 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 Universcustomers. Also proved that the use of address terms that could make sellers and as Brawijaya 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 tas Brawijaya different online shop. The use of address terms was very important, not only indaily Universife but also in the business as online shop. Address terms can make buyers feel as Brawijaya 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 as Brawijaya Universcustomers. The advantages that will gained from the buyers who are happy of the as Brawijava sitas Brawija, service from the online shop is they will recommend to their friends or other as Brawijaya prospective buyers that the services in the online shop is good and satisfied. Universitas Brawijaya Univers4.2 Discussion/a Universitas Brawijaya Universitas Brawijaya

Univercitas Brawijaya Universitas Brawijaya the writer tas Brawijaya Universities BAfter analyzing the data based on the objective of the study, discussed about the general point of the findings. This research investigated the kinds Universof address terms that used by Indonesian online shoppers in Instagram. The writer as Brawijaya versitas Brawijaya Universitas Brawijaya Universitas Brawijaya also conducted informal interview to know what the factors triggering the use of versitas Brawijaya Universitas Brawijaya Universaddress terms by Indonesia online shoppers in Instagram. tas Brawijaya Universitas Brawijaya 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 Universinstagram between the online shop seller and the buyer or the customer. From the las Brawijaya niversitas Brawijaya captures the writer found 12 address terms and divided the kinds of address terms into Universithree categories. First Kinship, the second is title and rank, and the last is other as Brawijaya Universcategories based on Kridalakasana's theory. For Kinship categories, the researcher as Brawijava found 6 address terms. In Title and rank categories, the researcher found 2 kinds of Universaddress 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 UniversIndonesia online shop those address term used to address their customer who known as Brawijava as stranger. Online shop sellers trying to assume their buyers as their own family. Universmembers. It established communication with expectations to more intimate and as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universcomfortable. Then, they will be more relaxed to speak or order goods. If the buyer as Brawijaya likes the services rendered they will buy the product online shop again without a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitate be disappointed ersitate Brawijaya Universitate Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Brawijaya	Universitas B Kak, sist, and bro are the most address term dominant used by l	Indonesiantas Brawijaya
Brawijaya	online shop seller. For address term <i>Kak</i> is usually used generally for buye	Universitas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Universfemale. Sist is catered only to female buyers. And bro used for male buyer	ers Thisristas Brawijaya
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijaya
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Brawijaya	Universin an online shop which on average sell products or equipment for baby. A	
Brawijaya	Universitas Brawijaya	Universitas Brawijava
Brawijaya	Universithe buyersmostly are mothers. Because of the product they sell that the sellengers are mothers.	er uses the tas Brawijaya
Brawijaya	Universities British address for its customers.	Universitas Brawijaya
Brawijaya	Universitas Br	Universitas Brawijaya
Brawijaya	Universitas In kinship terms, we usually use Kak to our older brother or older	
Brawijaya	University	Universitas Brawijaya
Brawijaya	Univers maybe use to address the people who older than us. 'Sist', generally used	iversitas Brawijaya
Brawijaya	University our sister, older or young sister. In Indonesia it became a habit to call	l a female Brawijaya
Brawijaya	Universit	hiversitas Brawijaya
Brawijaya	Universcustomer in online shop in instagram. Same as address term 'sist', 'bro' is	
Brawijaya	University used to address oul older or young brother, but in Indonesia it became a ha	I Iniversitas Brawijaya bit to used
Brawijaya	Universita	Pniversitas Brawijaya
Brawijaya	Univers'bro' to address male customer in online shop or to address our close friend	
Brawijaya	universities male <i>Bunda</i> is used to address our mother but some online shop who	Universitas Brawijaya
Brawijaya	Universities. Bunda is used to address our mother, but some online shop who	
Brawijaya	univers product is used bunda to address their customer.	Universitas Brawijaya
Brawijaya	Universitas Bray aya	Universitas Brawijaya
Brawijaya	Universitas BThe second kinds of address terms are title and rank. In the title an	
Brawijaya	Universitas Brawing researcher found 2 kinds of address term, the first gan or agan and the second conversitas Brawing an	ond is bos.
Brawijaya Brawijaya		
Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	
Brawijaya	Indonesian online shoppers used gan or bos to address their customer, be	
Brawijaya		
Brawijaya	seller regards the buyer to higher position than the seller. Which means the	seller will
Brawijaya	Universitive services very well to their customer, for honor, make them comfor	
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Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universities B The third is other kinds of address terms, the researcher found 4 address terms as Brawijava in this category. There are say, beb, dear and cantik. Say is the abbreviation of Universitas Brawijaya Universitas Brawijaya Universayang. This word used to address people we love, such as like a mother to her child, tas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya a loved one as a husband, wife, boyfriend or girlfriend. In this case, the seller uses say Universitas Brawijaya Univers to address their customer because the seller is tries to establish solidarity, to make the las Brawijaya us Brawijaya Universitas Brawijaya buyer feel comfortable and are interested to buy the products in the shop again as Brawijaya **Universitas Brawijaya** because the service is good and fun. Universitas Beb and dear is not much different from say. Beb is informal words of as Brawijaya 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 the Brawijaya Universwomen to women. For example it is used to address our best friends, or female as Brawijava friends. Indonesian online shop used it too, to make the conversation more intimate Universities the seller and the female buyer. Universitas 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 Universcomfortable, may also feel loved so they will take precedence. The customer will feel as Brawijaya happy to hear the seller use it to address them. Universities B Cantik means beautiful, every girl and every woman in the world will be as Brawljaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univershappy when someone call them or say to them that they are beautiful. In Indonesian as Brawijaya online shop there is online shop that used *cantik* to address their customer. The Univers Sellers used address term cantik to please its customers with expectations of buyers as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Univergitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya happy with the service, and feel more beautiful when buying the products that the Brawijaya seller sells. Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universities B The use of address term by Indonesian online shoppers in Instagram is not as Brawijava versitas Brawijaya Universitas Brawijaya Universitas Brawijaya always the same, there are sellers who use only one term. Some uses two terms versitas Brawijaya Universitas Brawijaya Universidifferently between the address term for the men and women. There is also dependent as Brawijaya s Brawijaya on what items they sell, as well as sellers of baby gear, they always get buyers mostly Universitas Brawijaya the mothers so they adjust to address buyers with mom or bunda. Universitas The writer thinks that solidarity is something that needed for communication it as Brawijaya niversitas Brawijaya 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 Universthe selling and the customer's comfort. Solidarity is one of the elements that build as Brawijava communication itself thus most communicators have to consider the Universional Solidarity in communication especially for the sellers. Universitas 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 Universithe customer in some comfortable ways, generally. For example; Universitas Brawijaya Pembeli: Kak mau nanya buat promo buy 2 get free masknya masih berlaku ya? Universitas Bra Customer: Kak, I want to ask about the promo buy 2 get a free mask, is still tas Brawijaya Universitas Brawijaya Urvalid huh? Brawijaya Universitas Brawijaya Bra Penjual :halo**kak**, Iya **kak** bener masih berlaku kok. Brawijaya The seller: hello kak, yesthe promo is still valid. Universitas B For example is "kak", In Indonesia Kak refers to a person that older than us as Brawijaya Universthat usually in our country they have to be respected more (originally from: Kakak). Tas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers The usage of "kak" in this kind of business does not mean the customers are older as Brawijaya then the sellers because not all of them are pleased with that assumption. Therefore Universthe usage of "kak" means to regard, respect, and honour everyone who will have with as Brawijaya Universitas Brawijaya the sellers. Universitias B Then in business, address terms is used to catching the customer attention to as Brawijaya make them feel respect and interesting to buy stuff in her or his online shop. For as Brawijaya RAMILY University example; **Universitas Brawijaya** Pembeli: Gan saya mau konsul Customer: I want to consul Gan Iniversitas Brawijaya Penjual: Konsul apasis? The seller: Consul about what sis? From the example above the seller used "sis" to address his or her customer as Brawijaya Universith the purpose to attract the customer's attention. By using those address terms, the University customer feels not hesitate to ask anything and the seller can build solidarity by using the Brawijaya Universitions appropriate address terms. The term 'sis' is also used to make the customer feel as Brawijava enjoy and comfortable. The usage of "sis" itself refers to family member(sister) Universible means someone who has a close relation or can be welcome to the as Brawijaya Universitas Brawijaya interlocutors. In addition, the researcher also found the factors triggering the used of address emversitās Brāwijaya terms by Indonesian online shoppers in Instagram. The researcher conducted 2 as Brawijaya Universitas Brawijaya Universitas Brawijaya interviews with 2 different online shops. Both online shops are agreed that the use of Universaddress terms in sales, especially online shop is very important, because it involves as Brawijaya Universithe courtesy and satisfaction for its customers. Also proved that the use of address as Brawijava **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 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 Universthey sellawijava Universitas Brawijaya Furthermore, in relation to the theory of address term proposed by Brown and Brawij Universitas Brawijaya Universities (1960), Holmes (2007) and also Kridalaksana's (1974) supported the writer as Brawijaya 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 Universaddress terms by Indonesian online shopper in Indonesia. The way how people talk, tas Brawijaya how people address someone based on kinship relation, based on their title and rank Universand other. According to Brown and Gilman (1960) that solidarity is a scale of perceived as Brawijaya like-mindedness or similarity of behavioral disposition between speaker and Universaddressee deriving from their similar background, acquaintance or personal tas Brawijaya 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. UniversBuild solidarity is related with how we talk to other, like how we use the appropriate as Brawijava address term to named other. It is very important to make the people who will talk to Universus do not feel offended. We can use the appropriate address term to make the people as Brawijaya University who we have to talk feel respect and comfort. Universitas Brawijaya Related to the previous study, the writer found a different address terms that Universused by Indonesian online shoppers on Instagram, because the object that the writer as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya used is different with others previous studies. From the first previous studies used Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Solo Palace as the object which analyzed. The findings is the address terms that used Brawijaya in Solo palace and politeness strategies which has relationship with the used of Universidadress terms itself. Universitas Brawijaya Universif address terms in New Yorker TV Shows 'How I Met Your Mother' and the as Brawijaya s Brawijaya Universitas Brawijaya ethnography of speaking. The current studies does not used to analyzed the as Brawijaya ethnography of speaking, the current studies analyzed the kind of address terms and Universities factor triggering the used of address terms by Indonesian online shoppers on as Brawijaya Universitation. hiversitas Brawijaya Compared with Putri's sfindings, she analyzed the address terms used by as Brawijaya UniversJavanese santri in case studies in Darul 'Ulum Islamic boarding school from direct as Brawijava interview between female and male santris and the factors affecting the use of address Universterms. She found out the special terms such as Kyai, Nyai, Santriawan, Santriwati, as Brawijaya 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 University used by people and this study used an informal forum to be analyzed as Brawijaya unlike those previous studies which used formal forum as the object. Universitas Brawijaya Universitas Brawijaya

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Brawijaya	University Based on the findings and discussion on the previous chapter,	the writer
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Brawijaya	University address terms that the writer found is divided into three kinds of address terms that the writer found is divided into three kinds of address terms.	m kinship, niversitas Brawijaya
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Brawijaya	Universita	Universitas Brawijava
Brawijaya	Universities. In Title and rank categories, the researcher found 2 kinds of address t	term and 2 Universitas Brawijaya
Brawijaya	Universiting of address term found in other categories.	Universitas Brawijaya
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Brawijaya	Universitas Braw, sist, bro and bunda. In title and rank, the writer found only Universitas Brawis.	Universitas Brawijaya
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Brawijaya	The writer also found the factor that influenced the use of address Universities Brawijaya	s terms by
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya different online shops. The result are both online shops are agreed that	Universitas Brawijaya the use of
Brawijaya	University different online shops. The result are both online shops are agreed that	
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Universitas Brawijaya Universaddress terms in sales, especially online shop is very important, because it involves as Brawijaya the courtesy and satisfaction for its customers. Also proved that the use of address Universterms that could make sellers and buyers establish solidarity and comfortable while as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya talking, while the order of items to be purchased or just wondering about the products Universitas Brawijaya Universities sella It is important for their marketing communication. S Brawijaya Universitas Brawijaya s Brawijaya - Universitas Brawijaya From the analysis, the writer can make a conclusion that there are a lot of as Brawijaya kinds of address term that Indonesian online shopper used to address their customer. UniversIn this case people consider to use an appropriate address term to make the people do las Brawijaya not feel offended, feel appreciated and comfort. And it is important for business such Universas online shop. We must keep our words and politeness to give our customer good Universervices. With using an appropriate address term, we can make our customer feel like as Brawijaya king, feel happy and not awkward. They will happy if the get very well responses or briversitas Brawijaya Universiervices when they are order some stuff. Not only in business like online shop but in as Brawijaya the daily life we must use the appropriate address terms to other and can build as Brawijaya **Universitas Brawijaya** Universional solidarity. **Universitas Brawijaya** 5.2 Suggestion **Universitas Brawijaya** Universities Based on the result of this research, the writer would like to gives some as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer suggestion which hopefully will give a certain useful and valuable contribution to the as Brawijaya University Student and future researcher who want to conduct a research about address Universities Brawijaya Universterms. The authors hope that this study will be a useful reference for the next as Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Brawijaya	department and su	ggest maybe the next resea	rcher will find more intere	sting object as Brawijaya
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Brawijaya	Universitas Brawijaya	d address the analysis.It w	ould be great if further res	earch could Universitas Brawijaya
Brawijaya				on address tas Brawijaya
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Brawijaya Brawijaya	Universitas Brawijaya terms will be more Universitas Brawijaya	diverse, growing and intere	sting to discuss.	Universitas Brawijaya
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Brawijaya	Customer: Hehe iya kak sama-sama, kapan-kapan lagi kak yaa.	hiversitas Brawijaya
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Brawijaya	Subki Maroghi • Universitas Bir Fri. 26 Boo	Subki Maroghi - E V	Subki Maroghi ▼ terus alasan memilih pakai ka buat lebih general aja atau gir	■ ✓	Universitas	
Brawijaya	sore kak, saya ini tadi habis order di lego.lo, mau interview sedikit berkenaan sama skripsi saya tentang	"kak" ya. terus menurut kaka sendiri	Fungsinya sih agar membuat nyaman konsumen kak, untuk menyederhanakan komunikasi	iava	Universitas	
Brawijaya	penggunaan kata sapaan oleh online shoppers di instagraman u minta waktunya sebentar kak buat interview,	Rend terus alasan memilih pakai kata 'kak' buat lebih general aja atau gimana ?	arahnya gak terlalu formil Read 1427 biar ngebro gitu istila	14:26	Universitas	
Brawijaya	Halo kak iya boleh kak tanya aja jadi gini kak, tadi pas aku order kan	Fungsinya sih agar membuat nyaman konsumen kak, untuk menyederhanakan komunikasi dua arahnya gak terlalu formii	Read 1428 berarti pentur Read 1428		Universitas	
Brawijaya	adminnya pake kata sapaan 'kak' ke aku selaku customer nah biasanya apa memang pakai sapaan 'kak' atau ada yang lain ?	Nesd blar ngebro gitu Istilahnya ya ?	lya bener kak, penting banget dalam marketing komunikasi ki berusaha menjaga etika		Universitas	Brawijaya
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	di Indonesia, nah biāsanyā merek pakai bro atau sist	kalo boleh minta pentingnya kenar	alasannya kak oa ? biar customer	Sama2 ya glad i cud help			
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Brawijaya	Indonesian online shoppers in Instgram. Sebelumnya aku pe buku di kakak, mohon maaf sebelumnya ya kak	Universitas Brawijaya
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Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Interviewee: Hai-hai iya gpp semoga bs ngebantu ya Universitas Brawijaya	Universitas Brawijaya
Brawijaya	Univer Interviewer: jadi gini kak mengenai kata sapaan yang biasa digunakan s	amaonlinetas Brawijaya
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Brawijaya	kebetulan kakak memakai sebutan 'dear' kira-kira alasannya Kenapa memilih kata sapaan 'dear' untuk customer yang	a ana kak'i
Brawijaya	Universitas Brawij online shop kakak?	Universitas Brawijaya
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Brawijaya	Universitas La ya kak. Terima kasih sudah mau di interview, sangat membar	ntu sekali ^{SITAS} Brawijaya
Brawijaya	Universitas RI	Universitas Brawijaya
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Brawijaya	Universita5.	Judul Skripsi :	Solidarity Expressed in Add	dres terms Used	^{by} Jniversitas Brawijaya
Brawijaya	Universita 5.	Tanggal Mengajukan:	Indonesian Online Shoppers	s on Instagram	Universitas Brawijaya
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