ADDRESS FORM ANALYSIS
IN THE MOVIE "MORTDECAI"

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ABSTRACT
The aims of this research were to find out the types and the function of address form in the Mortdecai movie. It was a descriptive qualitative research. To collect the data, documentation and observation method are used.The source of data was the Mortdecai movie in 2015 with the action/comedy genre, the data were the dialogue in the Mortdecai movie. To analyze the data, a sociolinguistics approach was used with the theory of Gumperz, for the address form Robinson theory was used. Researchers were also using Wardhaugh's theory for the types of address form and Chaika's theory for the function of address form. The result of the research, six types of address form were found and three functions of address form were found in the Mortdecai movie. For the types of address form those were, First Name (FN), Title plus Last Name (TLN), Title alone (T), Last Name (LN), Pet Name (PN) and Kinship Term (KT), and for the function were to show intimacy, power difference, and respect. Each use of the address form was different depending on a context, relationship, or position that a person had, while the function of the address form defined the intention of the person to addressed someone.

Keywords: Sociolinguistics, Address Form, Mortdecai

INTRODUCTION
Language is an important part of everyday human life. Language is a media to express the thought of people to another people, which to say is a way to communicate people to each other. Language is used to deliver the message or wishes that the speaker needs to the hearer. In language delivery problems can occur, where the delivery of messages can cause confusion or ambiguity to the recipient of the message. To achieve the same understandings between people, the communication must be understandable between each side the speaker and the

hearer. The field that related to this problem is linguistics, which the study of language.

Linguistics known by people as the study of language. In linguistics there are many forms of language study, one of it is a study which learn the language around the society. The term study of language around the society called sociolinguistics. Sociolinguistic is the field of linguistics that study language in the society. There are many of definition and wide explanation about sociolinguistics.

According to Gumperz as cited in Wardaugh (2006) sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur. It can be said, sociolinguistics is the study that learn the relation of the language to the society, because language does not always stay the same, especially in the society. The changes what happen in society can cause problem where sometimes it is not understandable or confusing. In this sense where sociolinguistics involved is to analyze the language and study the language problem in society.

In sociolinguistics study, there is a term called address form. In general, address form is Status or function of identifying tags that identify a person. Robinson as cited in Wardaugh, (2006) stated the societies in which a person's status derives from his or her achievements, few distinctions in address are made. It means, that address form is often to be considers as a clear indicator for differential status in society. Address form or also known as address term (The term of address) is any word, phrase, name, or title that is used to address or call someone. The use of the address form is usually done to find out someone's position through a call, such as age, occupation, status, etc.

In learning the address form there are some problems can occur because of the lack of understanding that can cause misunderstanding and ambiguity to other people. This study focused on two different problems, the first problem is the types of address form, the second problem is the function of address form. According to Wardaugh (2006) address form consist of six different types, such as, First Name (FN), Title plus Last Name (TLN), Title alone (T), Last Name (LN), Pet Name (PN), and Kinship Term (KT). Then Chaika (1982) stated there are three functions of address form such as, to show intimacy, power difference, and respect. These two problems are going to be analyzed in the movie "Mortdecai".

For study comparison, researcher has found some research regarding about address form. Etaywe (2017) the results showed a significant impact of the relative academic background and length of marriage on the husband's work of Address Form. Address Form reflects stereotypical and careful communication which shows that Address Form in rural settings is not randomly chosen, but

rather for practical value in managing partner relationships. Full of functions governed by situations, Address Form introduces a system of different cultural ways to intelligently maintain politeness, strength, solidarity, status and relationship of intimacy, consistent with the socio-cultural context.

Rendle-Short (2009) the results show that there seems to be a shift in terms of how mate, as an address term, is used and understood. Whereas mate has traditionally been understood as a male solidarity term used 'by males and for males', this preliminary survey shows that more young women, aged between 18 and 29 years, are reporting their use of the address term mate compared to women aged over 50 years. The preliminary study seems to suggest that instead of mate being characterized as a neutral term used by men to show equality and egalitarianism, young women now see mate as a friendly and fun term that, along with many other address forms, is available to show intimacy.

Rifai & Prasetyaningrum (2016) the result of the research shows that there are five kinds namely, addressing using name (fist name, full name, and last name), addressing using intimacy, addressing using kinship, addressing using respect, and addressing using mockery. Then found seven reasons of addressing terms in Tangled movie manuscript namely showing solidarity, intimacy, mockery, power, respectful, and anger.

Salihu (2014) in conclusion, the address terms provided in this paper makes it clear that Hausa address terms are gender sensitive, relatively formal, culturally, socially, and politically loaded. Mardiha (2012) the results of the research indicate that both men and women use address forms of formality (Šoma) frequently in addressing the older people from both genders that shows age is more significant than gender in determining the pronouns in address system of Persian.

Afzali (2011) the result of the research suggests that apparently the relationship between spouses in Iran is moving towards solidarity; however, the power relationship has found new forms of manifestations. Kuang, et.al (2012) the result of the study is that Malaysians of the three ethnic groups tend to use Malay address forms particularly when addressing Malay civil servants serving in these government agencies. Meylina (2014) the result of this paper has been discovered that the forms of address commonly used by the Bengkuluness are titles and title + first name only, meanwhile title + last name and teknonymy are rarely to use. The titles vary from those derived from kinship terms, chieftaincy, age and social as well as distance of the people. Address forms such as last name is rarely used. First names are often used when addressing a person who is junior or to show intimacy among them. One other finding of this study is that the address term teknonymy appears to be a infrequently feature of address in malay Bengkulu.

Helmi (2018) the results of the research showed that based on its forms Acehnese address have morphological features such as single words and compound words. Based on its type, it consists of kinship terms, non-kinship terms, religious terms, occupational terms, personal pronouns, and proper names. Factors that influence the use of addresses are kinship, sex, age, nobility, marital status, religious factors and social status.

Rahmadani & Wahyuni (2018) the result of this research showed there found only four types of address term used by IPMK-SB, which are special nickname, kinship terms, pet name and title only. Then five functions of address terms, which are, attract people attention, show intimacy, show politeness, show power differential, and reflect identity.

Thus for this current research, the researchers are able to differentiate this research to other previous researches. The researchers compared this research to others previous researches that this research focuses in finding the types of address form and the function of address form in the movie of Mortdecai. Although this current research has the same purpose to the tenth research, the sources of data are different to each other. This research focuses on analyzing the conversation in the movie Mortdecai 2015. It can be said that this current research is different from other previous research since this research objectives of this research are to find the types of address form and the function of address form in the movie of Mortdecai.

LITERATURE REVIEW
Sociolinguistics

Sociolinguistics is the study of language that related in social life. According to Gumperz as cited in Wardaugh (2006) sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occurred. Another definition comes from Wijana and Rohmadi as cited in Helmi (2018), they stated that sociolinguistics view a language is the relation between user and the language in society. From descriptions before, it can be concluded that sociolinguistics is language learning which deals with analyzing the language within the social sphere.

Address Form

In sociolinguistics study, there is a term namely address form. In general meaning, address form is how people address someone with first names, nicknames, etc. Interesting hypothesis comes from Robinson as cited in Wardaugh (2006, p.274), he defined address form as the distinctions that is made to determine the way people addresses someone else, especially those people who have some achievements in society. In Rahmadani & Wahyuni (2018) Wardaugh

also stated that the use of address terms are influenced by social status, gender, age family relationship, occupational hierarchy, race, and degree intimacy. It can be said that the address form is a way to distinguish the position of people through greetings. As cited in Rifai & Prasetyaningrum (2016), Chaika stated that addressing term is often part of greeting. In this study, the researcher aims on analyzing the problem of types and function of address form. In studying the address form there are a few things that must be known, therefore in the application of the address form within the social sphere no error occurs. The first thing is the type of address form. Address form consist of types that the use is difference to each other which depends on the people. According to Wardaugh (2006, p.268), address form consist of six different types, such as, First Name (FN), Title plus Last Name (TLN), Title Alone (T), Last Name (LN), Pet Name (PN), Kinship Term (KT). Each type used with differently depends on the people, for instance, the age, achievements, positions, relationship, etc. The second thing that must be known is the function of the address form. In using address form there are the functions why it addresses to other people. According to Chaika (1982, p.46) there are three functions of address form such as, to show intimacy, power difference, and respect. These functions used to explain the reason of why the people being addresses, depending on age, position, or relationship.

RESEARCH METHOD

In conducting this research, the researchers used the descriptive qualitative research; it is because the researchers intend to describe what the objectives of this research are. The objectives of this study are to analyze the type of address form and the function of address form in the movie "Mortdecai". The data source for this study is the "Mortdecai" and the data are the dialogue taken from the movie "Mortdecai". For collecting the data, the researchers used documentation and observation as the method of collecting the data in this research. The following are the steps; watch the movie, noting the address form found in the movie "Mortdecai", listing and dividing the address form found in the movie regarding to the objectives of the research, and analyzing the data that have been found in the movie "Mortdecai".

FINDINGS

Based on the result from the data collection, the researchers found there are twelve data that contains the address form from the movie *Mortdecai*. The following are the findings of address form used in the movie *Motrtdecai*.

Table 1. The Types of Address Form in the Movie Mortdecai

No	Types of Address Form	Data found
1	First Name	2
2	Title plus Last Name	4
3	Title alone	2
4	Last Name	1
5	Pet Name	2
6	Kinship Term	1
	Total Number of Data	12

After getting the data results for the types of address form, the researchers also found the data for the function of the address form. The following are the result findings of the function of address form in the movie *Mortdecai*.

Table 2. The Function of Address Form in the Movie Mortdecai

No	Function of Address Form	Data found
1	To Show Intimacy	5
2	To Show Power Difference	4
3	To Show Respect	3
	Total Number of Data	12

In this study the data found for the function of the address form there are 12 data; this is because the type and function of the address form are interrelated. In this study, the type of address form and the function of the address form share the same data, because the researchers want to also examine the correlation between the type of address form found and what the function as address form is expressed to people.

DISCUSSION

The address form as Based on the findings, researchers refers the types of address form to Wardaugh's theory as cited in Rahmadani & Wahyuni (2018), as he mentioned that the use of address terms are influenced by social status, gender, age family relationship, occupational hierarchy, race, and degree intimacy. Also the researchers want to link the correlation between the type of address form used and the function of the address form, where the researchers also explain what functions the address form type is being expressed, as the function consist of to show intimacy, to show power difference, and to show respect, according to Chaika (1982).

As seen from the findings, TLN were used more instead of other types of address forms. In the movie Mortdecai, based on the story of this film takes place in the United Kingdom, where the use of the title is very often because the story nuanced royal. For example, the main character of this story is Charlie Mortdecai, he is a royal descendant of Mortdecai. If he was called by the address form 'Lord', it was because of the background that he had, such as Lord Mortdecai. As cited in Etaywe (2017), Parkinson stated that address forms are important conveyors of social information and wealth of information. Because of The use of the TLN it is also can be function as to show power difference to other people. For instance, in the movie where Charlie Introduce himself with Lord Mortdecai, he requested some things to the hotel clerk to be granted. With the use of TLN, he wants to show how high his position and power is. It can be said that the use of address forms refers to showing the function of the address form itself.

As mentioned by Salami as cited in Meylina (2014), all Studies on address forms indicate that they are really a part of complete semantic systems having to do with social relationships. Though address form is able to show power difference it is also showing the intimacy. For instance is the relationship between Charlie and his wife Johanna. When Johanna addressed Charlie to her friend Alastair, Johanna used the KT 'Husband'. It is meant to show her intimacy toward Charlie as she refers as her husband, as mentioned by Keshavarz as cited in Mardiha (2012) defined the address form as "the linguistic forms that are used in addressing others to attract their attention or to refer to them in the course of a conversation". Not only that, in the situation where only Charlie and Johanna were talking to each other, Charlie often addressed Johanna with the PN such as 'darling' or even 'duck'. It is meant by him to show his intimacy toward Johanna as his wife to maintain their relationship together, as mentioned by Artika as cited in Rifai & Prasetyaningrum (2016) the aim of addressing is to maintain social relationship between addresser and addressee in society.

Stated by Oyetade as cited in Etaywe (2017), The Address Forms are words or expressions used in interactive, dyadic and face-to-face situations to

designate the person being talked to. In this term, it can be said that before calling someone, it must be known who that person was before addressing. As what happening in the movie where Johanna visited the Duke of Asherboroughdon's mansion to meet him, Johanna addressed him with the title 'Your Grace'. It is meant by Johanna to the Duke to show her respect to him, because of The Duke had served in the war before. As it mentioned before by Robinson as cited in Wardaugh (2006), he defined address form as the distinctions that is made to determine the way people addresses someone else, especially those people who have some achievements in society.

It can be concludes about the address forms, that the used of address form reflect the function of address form which reveal the background of the people that being addressed, especially in this movie where the royal nuanced story is happening. As stated by Yang as cited in Etaywe (2017), address Form may also reflect social information about identity, gender, age, status and complex relationships in a speech community. It can be said that the address form, is only word that to use or call people in conversation as mentioned by Chaer as cited in Helmi (2018), who stated that the addressing is the words used to greet or call the person who is invited to take conversation, can reveal much about the people background that being addressed. Thus, the researchers can say that the usage of the type of address form and the function of address form are related to each other, because although has different types, the address form that is mentioned shows the function of the address form that is addressed to the person that designated.

CONCLUSION

There are six types of address form found in the movie and three functions of address form. The used of types of address form is different depends on the context of the person such as the social status, gender, age, etc. Also, the function of the address form can define what the person intention to addressed someone, whether they wanted to show intimacy, power, or respect. The usage of address form can reveal the background, position, or even the relationship, is that person having. As from the data that have been analyzed, researchers are able say that each type is connected to the function of the address form because as it mentioned before the function of the address form can define what the person intention to addressed someone, whether they wanted to show intimacy, power, or respect from the types address form that is uttered to someone that being addressed . Thus, researchers can conclude that each use of the address form is different depending on a context, relationship, or position that a person has. The researches also know that the function of the address form define the intention of the person to addressed someone.

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