

Address Terms Used by The Characters in Barbie: Princess Charm School Movie

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Abstrak

Penelitian ini, berjudul Istilah Sapaan yang Digunakan oleh Karakter dalam Film Barbie: Princess Charm School, mengeksplorasi penggunaan istilah sapaan dalam film untuk merujuk pada orang yang diajak bicara. Istilah-istilah ini mencerminkan hubungan sosial antara pembicara dan pendengar, menunjukkan keakraban, rasa hormat, atau perbedaan kekuasaan. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis istilah sapaan yang digunakan oleh karakter dalam film Barbie: Princess Charm School, dan untuk menganalisis fungsi istilah sapaan yang digunakan oleh karakter dalam film Barbie: Princess Charm School. Pengumpulan data menggunakan dokumentasi, observasi, dan teknik pencatatan, sementara metode kualitatif dan teknik analisis konten digunakan untuk analisis data. Penelitian ini menerapkan teori Wardhaugh tentang jenis-jenis istilah sapaan dan teori Chaika tentang fungsi-fungsinya, yang didukung oleh teori Holmes tentang konteks situasi. Selain itu, metode informal digunakan dalam menyajikan analisis. Hasil penelitian ini menunjukkan bahwa terdapat lima jenis istilah sapaan: Nama Depan (FN), Gelar plus Nama Belakang (TLN), Gelar saja (T), Nama Panggilan (PN), dan yang terakhir adalah Istilah Kekeabatan (KT). Namun, tidak ada data yang menunjukkan penggunaan Nama Belakang (LN). Penelitian ini juga menemukan semua penggunaan fungsi istilah sapaan seperti keakraban, rasa hormat, dan perbedaan kekuasaan. Dapat dilihat bahwa untuk menunjukkan keakraban, karakter menggunakan istilah sapaan FN, PN, dan KT. Untuk menunjukkan perbedaan kekuasaan, karakter menggunakan istilah sapaan FN, TLN, dan T. Untuk menunjukkan rasa hormat, karakter menggunakan istilah sapaan T.

Kata Kunci: *Sosiolinguistik, Istilah Sapaan, Jenis Istilah Sapaan, Fungsi Istilah Sapaan*

Abstract

This study, entitled Address Terms Used by the Characters in Barbie: Princess Charm School Movie, explores the use of address terms in the movie to refer to the person being spoken to. These terms reflect the social relationship between the speaker and the listener, indicating intimacy, respect, or power difference. This study aims to identify the types of address terms used by the characters in the Barbie: Princess Charm School movie, and to analyze the function of address terms used by the characters in the Barbie: Princess Charm School movie. Data collection uses documentation, observation, and note-taking techniques, while qualitative methods and content analysis techniques are used for data analysis. This research applies Wardhaugh's theory about the types of address terms and Chaika's theory about their functions, which is supported by Holmes' theory about the context of situation. In addition, informal methods are used in presenting the analysis. The results of this study show that there are five types of address terms: First Name (FN), Title plus Last Name (TLN), Title alone (T), Pet Name (PN), and the last one is Kinship Term (KT). However, no data indicates the use of Last Name (LN). This study also found all the uses of the function of address terms such as intimacy, respect, and power difference. It can be seen that to show intimacy, the characters use the address terms FN, PN, and KT. To show power differences, the characters use the address terms FN, TLN, and T. To show respect, the characters use the address term T.

Keywords : *Sociolinguistics, Address Terms, Types Of Address Terms, Function Of Address Term*

INTRODUCTION

Humans use language to communicate, a fundamental aspect of human interaction that enables creative expression, face-to-face communication, scientific research, and various other purpose (Gelderen, 2006, p. 1). Through language, individuals can express their thoughts and feelings, form relationships, and increase environmental awareness. The choice of language in conversation is influenced by various contexts, shaping the topic and style of discussion. Ethnicity, gender, and social status can all impact a person's speaking style and the terms they use to address others. Brown and Ford (1964, p. 234) state that in such a situation when a person's position is on the usual ground, the speaker may call the name or nickname of the interlocutor directly. This name change may occur as a response to certain social factors.

Sociolinguistics, the study of the relationship between language and society, examines how people speak in different social contexts and the role of language in conveying social meaning (Holmes, 2013, p. 1). Address terms are part of sociolinguistics, as they are the words speakers use to refer to their conversational partners (Fasold, 1984, p. 1). These terms reflect the level of interest and respect between speakers. According to Wardhaugh (2006, p. 272), address terms vary significantly depending on the situation, influenced by factors such as social status, gender, age, family relationships, job hierarchy, transactional status, race, and familiarity. Higher status individuals tend to use more formal terms, while those lower down use familiar terms to minimize status differences (Chaika, 1982, p. 46).

In daily communication, addressing someone appropriately is important for creating a positive and polite impression. People often vary their address terms based on the situation and recipient, even if the person addressed remains the same. Formal situations typically call for titles such as Miss, Sir, or Mrs., while informal contexts might use first names or nicknames.

In this study, there are also several previous studies conducted by Dewi (2020), Andika (2022), Wiliastari (2023), Silaban (2020), and Lesmana (2022), focusing on the types and functions of address terms using theories by Wardhaugh (2006) and Chaika (1982), along with Holmes' (2013) context of situation theory. The study explores the use of address terms in the animated movie *Barbie: Princess Charm School* (2011), analyzing how the relationship between speaker and addressee, social status, and conversational context influence address term choice. Understanding these terms can improve communication skills and respect for cultural heritage, and avoid misunderstandings in various social interactions.

METHOD

The primary data for this study is a movie entitled *Barbie: Princess Charm School* (2011). This movie is an animated fantasy directed by Zeke Norton. It is released on DVD and makes its television debut on Nickelodeon two months later. The data of this study are all words or phrases in conversation that represent the types of address terms. The secondary data of this study is the books, literature, and previous studies that discussed a similar topic.

In collecting data, several methods and techniques are applied. The data for this study is collected through the documentation and observation methods. Additionally, note-taking techniques are also used in this study to obtain data from the movie. There are some steps used to collect the data: First, observe the movie by watching it on the Netflix website <https://www.netflix.com/id/title/70197459>. Second, taking notes on the conversations that are considered to be address terms uttered by the characters.

In analyzing the data, this study used the qualitative method and content analysis technique. There are some steps for analyzing the data, which can be formulated as follows:

First, explaining the context of the situation from the collected data uttered by the characters with supporting theories on the context of situation as proposed by Holmes (2013). Second, identifying and classifying the data into the types of address terms using Wardhaugh's theory (2006). Third, analyzing the functions of address terms using Chaika's theory (1982). Fourth, rechecking the data to avoid misunderstandings.

This study uses the informal method to present the data analysis. The steps are formulated as follows: First, the collected data are classified into several types in the conversation. Second, the data is presented by explaining the context of situation, identifying the types of address terms, and analyzing the function of address terms.

RESULT AND DISCUSSION

In this section, five types of address terms can be found in the movie Barbie: Princess Charm School. These terms encompass first names (sixty instances), title plus last name (fourteen instances) title alone (eight instances), pet names (one instance), as well as kinship terms (seven instances). Moreover, all functions of address terms can also be found in this movie.

Types of Address Terms Used by the Characters in Barbie: Princess Charm School Movie

1. First Name (FN)

It is common practice for people to include the first names of people they know or care about when determining their address. It is important to note that the use of first names in communications often reflects a level of formality and equality between both parties. Moreover, this could indicate a close relationship between them.

- [1-1] Blair : **Emily**, I don't belong with a bunch of princesses and lady royals. Look at me, I'm a waitress. I've got straws in my pocket and ketchup on my socks
Emily : You look perfect
Blair : Thank you, but the girls there won't think so and I have responsibilities here

(00.06.50 – 00.07.05)

In this conversation, the participants were Blair and Emily. Blair, a café waitress with a modest social background, felt unworthy of interacting with nobility. This was illustrated through Blair's simple appearance, such as having "straws in her pocket" and "ketchup on her socks." Emily, Blair's sister, acted as an emotional supporter. The setting of this conversation was at Blair's home when the school guard arrived to take her to Princess Charm School. The topic of this conversation was Blair's hesitation in facing a new social situation involving interaction with nobility, as well as the emotional support provided by Emily to help Blair overcome these feelings. The function of this conversation was to express Blair's self-doubt and to show Emily's efforts in providing moral support. Blair expressed her anxiety about feeling unworthy of being in a higher social environment, while Emily tried to convince her that she belonged there and was capable of overcoming the challenges. Emily's emotional support was crucial in helping Blair build self-confidence and prepare herself to face significant social changes.

In addition, the use of address terms between Blair and Emily was also seen Blair addressed her sister using the FN term, which was "Emily". Her full name was Emily Willows, thus categorizing "Emily" as an FN, while Willows identified the family name or last name.

According to Chaika (1982, p. 50), first names can be used to address others to show intimacy, and are usually used in relationships between friends or family. Blair's use of Emily's first name affirmed their close sibling relationship. Alongside Blair's openness about her feelings and situation, and the emotional support provided by Emily, all reflected a close and intimate bond between them. The conversation not only depicted

interaction between siblings but also highlighted the importance of emotional support in facing social challenges.

2. Title plus Last Name (TLN)

Title plus last name in address terms refers to the way we address or address someone by using an academic or social title, followed by the individual's family name. This is a term of address that shows a level of formality in social and professional interactions.

- [1-2] Blair : **Headmistress Privet**, I promise you
Alexandra : With the evidence and the witness, I'm afraid I have no choice

(00.52.30 – 00.52.35)

In this conversation, the participants are Blair and Alexandra. Blair as a student emphasizes a promise, which shows a desire to overcome the situation. On the other hand, Alexandra as the headmistress responds by referring to the available evidence and witnesses, which shows that the decision to be taken regarding the situation has been determined by the existing facts. The setting of this conversation occurred in Blair, Hadley, and Isla's dorm room when they were accused of stealing Dame Devin's jewelry. The topic of this conversation was Dame Devin's accusations of jewelry theft directed at Blair, Hadley, and Isla. The function of this conversation was to discuss and try to resolve the situation by influencing the decision to be made by the headmistress. Blair tried to convince the headmistress, while Alexandra used evidence and witnesses to ensure that the decision was based on valid and fair information.

In addition, it showed the use of address terms between Blair and Alexandra. Blair addressed her teacher using the title plus last name, "Headmistress Privet". Headmistress was a title used to refer to female school principals, and Privet was the last name of Alexandra Privet. Blair used the TLN term, combining the title with the last name. Therefore, "Headmistress Privet" was an address term of the TLN type.

Blair, by addressing her teacher with the title plus last name, which reflected power differences. According to Chaika (1982), the superior typically receives their title and last name from their inferior, while addressing the inferior using their first name. Alexandra, as the superior and headmistress, played a dominant role in making decisions at Princess Charm School. She responded to Blair by referencing the available evidence and witnesses, indicating that the decision regarding Dame Devin's accusation of jewelry theft had been determined based on the facts presented. Her role as headmistress gave her the authority to determine the fate of Blair, Hadley, and Isla in this situation. Meanwhile, Blair, as the inferior and student, held a lower position in the power hierarchy. Blair attempted to persuade Alexandra by making promises, but Alexandra's response showed that the decision was not solely based on Blair's statements but also on the concrete evidence available. Blair had to face the accusations and defend herself, demonstrating her inferiority in influencing the outcome of the decision that would be made.

3. Title alone (T)

The use of title exclusively while addressing other individuals, according to Warchaugh (2006), shows the least personal relationship. Only the ranks of occupation are usually determined by title.

- [1-3] (Grace spills a cupcake all over)
Blair : Ugh!
Grace : At your service, **miss**?

(00.13.07 – 00.13.11)

In this conversation, the participants were Blair and Grace. Blair was a new student at the princess charm school. Grace was a little fairy who flew swiftly in the

school hallway while carrying a bowl of cake that accidentally spilled onto Blair's clothes. The setting of the conversation was in the school hallway, where Grace flew quickly and lost control, resulting in a collision with Blair, who was with Headmistress Privet. The topic of the conversation was the incident in the school hallway where Grace, a little fairy, accidentally spilled cake onto Blair's clothes due to losing control while flying swiftly. The function of the conversation was to express reactions and responses to the incident. Blair expressed her frustration by exclaiming "Ugh!", while Grace, feeling guilty and wanting to rectify the situation, politely asked Blair, "Ready to serve, miss?" Grace's response indicated an effort to offer help or apologize for the incident, thus reflecting the interaction between the characters.

In addition, it showed the use of address terms between Blair and Grace. Grace addressed Blair by using the term "Miss". Miss was a title generally used to refer to unmarried women or to young women in general. Grace's action was an application of the term T. Thus, "Miss" was a form of address term with the type T used in the conversation.

Grace addressed Blair using the term "Miss", which showed respect for Blair. According to Chaika (1982), the use of titles can indicate a formal relationship or a level of politeness and respect between speakers. This usage reflected Grace's acknowledgment of Blair's status as a student at Princess Charm School and expressed her regret over the incident. Furthermore, Grace's use of "miss" also reflected values of etiquette and respect for others within the school environment. Therefore, Grace not only demonstrated the expected politeness in the interaction but also showed a sincere desire to rectify the situation courteously and respectfully.

4. Pet Name (PN)

Relations grows among individuals as a result of their interaction through communications. When addressing someone intimacy, the speaker uses polite terms to substitute for other's names. According to Wardhaugh (2006), addressing someone with a pet name implies a greater level of closeness compared to using their first name.

- [1-4] Dame Devin : Lovely day for a surprise fire drill, isn't it **darling**?
Delancy : Mom, what did you do?
Dame Devin : Oh! What have you done to your uniform?
Delancy : I like it mother
Dame Devin : Ugh come on! let's join the others outside.

(00.50.20 – 00.50.37)

In this conversation, the participants were Dame Devin and Delancy. Dame Devin, who is Delancy's mother and a teacher at Princess Charm School, initiated the dialogue with a statement that reflected her surprise at Delancy's presence at the venue: "Lovely day for a surprise fire drill, isn't it darling?" This indicated that Dame Devin had planned an unannounced fire drill and expressed her satisfaction with its successful execution. Delancy, taken aback by her mother's unexpected presence, questioned her with, "Mom, what did you do?" In response, Dame Devin immediately diverted Delancy's attention by criticizing the state of her uniform: "Oh! What have you done to your uniform?" Later, when Delancy replied that she liked her uniform, Dame Devin hurriedly dragged her outside to avoid raising further suspicion: "Ugh come on! Let's join the others outside." The setting of this conversation was in a student dormitory during a surprise fire drill. The topic of the conversation was the surprise fire drill orchestrated by Dame Devin at Princess Charm School and Delancy's reaction to her mother's unexpected presence. The function of the conversation was Dame Devin initiating and overseeing the surprise fire drill as part of her role as a teacher at Princess Charm School, while Delancy reacted with surprise and suspicion towards her mother's unexpected appearance and actions during the fire drill.

In addition, it showed the use of address terms between Dame Devin and Delancy. Dame Devin addressed her child by using the term "Darling". According to Wardhaugh (2006), the use of pet names implies a closer relationship than addressing someone by their first name. Dame Devin's action was an application of the term PN. Therefore, "Darling" was an address term of the PN type used in the conversation.

According to Chaika (1982, p. 49), the use of pet names can indicate intimacy between speakers by expressing a close bond between individuals. Dame Devin's use of the term "Darling" to address Delancy reflected a specific intimacy between a mother and her daughter. This term indicated emotional closeness and a warm relationship between them. Pet name like "Darling" are often used in situations where there is a strong emotional bond, expressing feelings of love, care, and concern between speakers. Therefore, in this context, Dame Devin's use of "Darling" affirmed her intimate relationship and affection for Delancy.

5. Kinship Term (KT)

Kinship terms such as "Father", "Mother", and "Aunt" are example of words used to describe family relationships. As Wardhaugh (2006) explanation, kinship is associated with age and generation

[5-1] Blair : Hi **mom**, I bought you a blueberry scone
Blair's mom : Oh thank you
Blair : It's the least I can do

(00.04.00 – 00.04.07)

In this conversation, the participants were Blair and her mother. The setting for this conversation occurred in the living room of their house. This conversation took place when Blair had just arrived home from working at the cafe, and her mother came into the living room while Blair was talking to her younger sister. Blair, who plays the caring child, greets her mother by saying, "Hi mom, I bought you a blueberry scone," showing that she brought her mother's favorite food as a form of attention. Her mother, who was the recipient of the attention, responded with a grateful, "Oh thank you." Blair then added, "It's the least I can do," showing her respect and dedication to her mother. The topic of this conversation focuses on Blair bringing blueberry scones to her mother as a sign of care and affection. The function of this conversation is to strengthen the emotional connection between Blair and her mother through simple but meaningful actions, showing affection, attention, and respect in their relationship. This also serves to depict Blair's character as a caring individual towards her family, as well as emphasizing the values of family and compassion in their daily lives.

In addition, it showed the use of address terms between Blair and her mother. As a child, Blair addressed her mother using the term "mom". "Mom" was used in a familiar and casual context, reflecting a warm and close relationship between a child and their mother, and was suitable for everyday situations and informal conversations. According to Wardhaugh (2006, p. 271), the kinship term is associated with family relationships. Therefore, "mom" was categorized as an address term of type KT.

According to Chaika (1982, p. 49), kinship terms are used to indicate familiarity between individuals and their family members, whether it be mother, father, or siblings. Blair's use of "mom" in this conversation indicated intimacy between Blair and her mother. The term "mom" was used affectionately and warmly, reflecting a relationship full of care and affection between mother and child. In this context, Blair used the term "mom" to address her mother with intimacy and love, also showing that Blair values her mother's role and presence in her daily life.

CONCLUSION

Based on the analysis of the type of address terms and their function, the conclusions are as follows, the identification of the types of address terms used by the characters in the Barbie: Princess Charm School movie, there are five different categories found such as: first name, title plus last name, title alone, pet names, and kinship terms. The most frequently used address term is first name (FN), with a total of sixty uses. In contrast, the type of address terms that is most rarely found is pet names (PN), only found once in this study. Additionally, there are no instances of last names used as address terms in this movie. It was also found all the uses of the function of address term such as intimacy, respect, and power difference. It can be seen that to show intimacy, the characters use the address terms FN, PN, and KT. To show power differences, the characters use the address terms FN, TLN, and T. To show respect, the characters use the address term T. The varied types of address terms and their functions are utilized by characters based on their interpersonal relationships and the contexts of situations they encounter. These address terms effectively delineate levels of intimacy, respect, and power differences among characters. Certain characters consistently employ specific forms of address when interacting with others.

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