

**THE ADDRESS TERMS USED BY PEOPLE IN TRADITIONAL  
MARKET OF PASAR RAYA PADANG**

*Submitted As a Partial Fulfilment of the Requirement for  
strata one (S1) Degree*

**Thesis**



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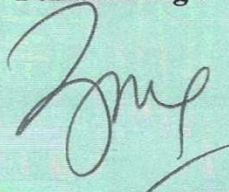
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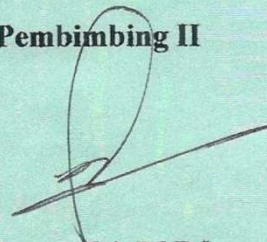
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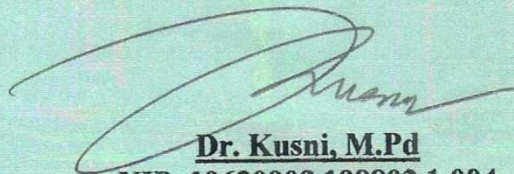
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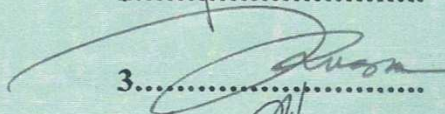
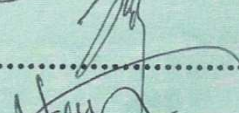
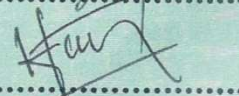
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## ABSTRAK

**Iriyanti, Nia. 2011. “The Address Terms Used by People in Traditional Market of Pasar Raya Padang”. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

Kata sapaan merupakan kata yang digunakan oleh seseorang untuk memanggil atau menyapa orang lain. Beda kata sapaan akan menimbulkan makna yang berbeda. Tujuan dari penelitian ini adalah untuk menemukan apa saja kata sapaan yang di gunakan oleh penjual dan pembeli di Pasar Tradisional yang Ada di kota Padang. Penelitian ini juga bertujuan untuk menjelaskan fungsi dari kata sapaan tersebut yang di gunakan oleh penjual dan pembeli.

Metode yang digunakan dalam penelitian ini adalah deskriptive kualitatif yaitu menggambarkan dan mengolah data yang didapat berdasarkan keadaan yang sebenarnya atau yang terjadi di lapangan. Penelitian ini di fokuskan pada penjual dan pembeli yang ada di kota Padang. Data penelitian di dapat dengan cara merekam langsung transaksi jual beli antara penjual dan pembeli. Kemudian data tersebut dianalisis berdasarkan jenis dan fungsi dari kata sapaan tersebut. Dalam penelitian ini yang menjadi sumber data adalah penjual dan pembeli yang sedang melakukan transaksi jual beli.

Dari hasil penelitian ini menunjukkan bahwa ada beberapa kata sapaan yang di gunakan oleh penjual dan pembeli di pasar tradisional, kata sapaan yang di gunakan adalah adiak, kakak, uni, abang, uda, ibuk, pak, mak dan nak. Kata sapaan di temukan ketika penjual sedang melayani pembeli, tawar menawar harga, menawarkan produk lain dan menutup percakapan. Kata sapaan juga di temukan ketika pembeli menayakan barang, menanyakan harga, tawar menawar harga dan menutup percakapan.

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# CHAPTER I

## INTRODUCTION

### **1.1 Background of the Problem**

In social life, human being needs interaction to each other in order to maintain their social relationship. In interaction of course they need a tool to connect each other. So in this case human being needs a language as a tool for communication in interaction each other. None of us can survive in society by ourselves, we need others people's help and they need ours too. By having communication they can avoid misunderstanding and enjoy their lives peacefully.

As a tool of communication language can not be separated from human life in society. People used it to send message, shared information, giving opinions, and work together in society. There is no a society without language. It means there is tight relation between human and language as the basic need of human beings.

In the communication, children talk to parents, seller to buyer, student to teachers, husband to wife, sister to brother etc. They need to talk each other in order to have good relationship at home, market, and school and in the society especially. As the result there will be no war and violence anymore. The purposes of communication above are always applied in all places.

In the communication there are several things that have to be considered by the speaker, the speaker has to know the situation, and to whom they speak in order to reflect and create politeness situation in speaking. The speaker has to use



appropriate way named the listener. One of the ways in naming the listener is by using address terms. The used of address terms focus on what and how the choices of words, sex, age, family relationship, occupation and the situation of the conversation take place. A market is one of the places where communication occurs between seller and buyer. Seller have to used appropriate address term in naming the buyer and buyer also have to used appropriate address terms in naming the seller.

In specific way address term is the way to call or recognize someone whether using their name or using other words, for example a student called her English teacher by *Mr.*(man) and *Mrs.* ( women), *Putri* for her friend, *Abang* for her older brother, *kakak* for her older sister etc.The used of appropriate address term can create politeness in order to have good communication.

Address term is one aspect of the important elements of sociolinguistic.Marjohan (1998) says” sociolinguistic is a branch of linguistic that studies language variation” therefore, Holmes (2001) state that “sociolinguistics is concerned with the relationship between language and the context which it used”. Sociolinguistic also has certain relation between particular linguistic and social phenomenon and sociolinguistic also studies about language in society. Address terms is influence by the power distance and also the social status of the users. In conclusion sociolinguistic as a study of language in relation in society.

Minangkabau as a regional language of west sumatera people also has certain address term used to name someone. To address parents are: *Ayah, Ibu, Abak, One, Abak, Amak* etc.To address older brother and older sister are: *kakak,*

**uni, uda, abang** etc. To address someone who has title for example: someone who occupies in hospital are **Buk Dokter, Pak Dokter**. To address people who have the position in religious fields are: **Buya, Kiyai, Ustadz**, etc. To address someone degree of ethnic groups are: **Datuak, Malin, Sutan**.

In traditional market, certain address terms are also used by seller to address buyer, and also used by buyer to address seller. Like this conversation between seller and buyer in traditional market of Pasar Raya Padang

- B : *Ko Bara diak*  
How much this *diak*?
- S : *Rp.35.000 ni*  
*Rp.35.000 ni*
- B : *Ndak kurang lai tu diak?*  
No more less *diak*?
- S : *Kurang sagetek ni*
- B : *Bara tu diak?*
- S : *Rp.25.000 se yo ni, tu lah pasnyo mah*
- B : *Ndak kurang lai tu do?*  
No more less?
- S : *Ndak ni*  
No *ni*
- B : *Agiahlah ciek diak*  
Give me one *diak*

As the example above we can concluded that there are several address terms used in traditional market of Pasar Raya Padang. The used of address terms can be polite or impolite to the listener. The polite and impolite address terms used depend on the hearer of the conversation, if the speaker used the appropriate address terms in naming the hearer it will create a politeness situation. Based on phenomenon above the writer is interested in doing research in the various of address terms used by people in traditional market of Pasar Raya Padang.

The researcher marks that buyers and sellers in traditional market in Padang will be the subject of this research.

## 1.2 Identification of the Problem

This study will be done based on sociolinguistic field, namely address term. In this case, the writer intends to discuss about address terms and function of address term. As the explanation above, address term is used by someone to address, or to call another. The address terms are different in each area. Minangkabau as one of regional language in West Sumatera also has different address terms. There are several address terms belong to minangkabau language for example: *mamak*, *datuak*, *uni*, *abak*, *amak*, *bilal* etc. These address terms used depend on to whom the speaker speaking and where the conversation is take place. Wrong address terms also give wrong perception understanding to the hearer. The used of appropriate address terms is related to the politeness in conversation.

Different gender appears in using address terms between the woman and the man. The address terms used to address a woman by a woman could be any address terms, the address terms between woman to man, and also the address terms from man to man. Besides, the age factors will also influenced the address terms used by the speaker. For example, when a sister supposed to get “*uni*” as the address term but were address by “Ratna” she will feel uncomfortable, it will create a bad communication because the speaker impolite. The hearer is expecting to call with “*Uni*”, because the speaker was not polite the hearer did not want to continue the conversation. The speaker will assume that the hearer is not interested in conversation. This situation create uncomfortable situation by the listener.

Other phenomenon is seen in traditional market in Padang. Several conversations occurred in this place between sellers and buyers. In the conversation there are several address terms used. Sellers in traditional market of Pasar Raya Padang have different address term named the buyer and Buyers have different address terms named the seller. Seller and Buyer at traditional market come from different area in West Sumatera. In their place they have different or specific address terms to address their listener.

### **1.3 Limitation of the Problem**

Based on identification above, the problem of the research is limited to investigate the use of address terms in traditional market which are found in Padang. This research focus on finding about the address terms and function of address terms used by Sellers and Buyer in traditional market in pasar raya Padang.

### **1.4 Formulation of the Problem**

Based on the identification of the problem above, the problem of the study is limited as “What are the address terms and functions of address terms used by sellers and buyers in Traditional market in Pasar Raya Padang”?

### **1.5 Research Question**

1. What are the address terms used by people in traditional market of Pasar Raya Padang?
2. What are the functions of the addressed terms used by the people in Traditional market of Pasar Raya Padang?

## **1.6 Purpose of the Research**

The purposes of this research are:

1. To find out the address terms used by people in the traditional market of Pasar Raya Padang
2. To find out the functions of address terms used by people in traditional market of Pasar Raya Padang

## **1.7 Significances of the Problem**

This research result will be expected to give contribution as follows:

1. This research will give contribution to the development of sociolinguistics study especially to the address terms and function of address term used in traditional market in Padang
2. This research will give contribution to the readers who interested in studying sociolinguistics especially in address terms

## **1.8 Definition of the Key terms**

- Address term : Is the way to recognize or to call somebody to show our Politeness
- Seller : people who sell their product in the market
- Buyer : People who buy product in the market
- Traditional Market : A market where seller sell product without fixed price, so that buyer can bargain the product