

## The Use of English Addressing Terms on Facebook

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**Abstract:** *This research was such a kind of descriptive qualitative design. It aimed to recognize the types of English addressing terms used on facebook and describe the function of English addressing terms used on facebook. Data of the research were English addressing terms used by facebook users, written either on status or comments. Data were collected through observation and documentation techniques. In this case, English addressing terms were observed from the friends' status and comments on facebook. Then, they were documented using print screen or much screen. Print screen is a facility to take picture through computer, while much screen is a facility to take picture through handphone. The result of the research showed that there are some types of English addressing terms used on facebook, such as full name (1), nick name (2), title and names (8), familizer (1), family terms (14), endearments (20), nouns (4), and pronouns (3). The addressing terms on facebook present 17 functions, such as tagging, showing familiarity, fostering familiarity, expressing empathy, showing sympathy, delivering information, delivering dakwah/ religious messages, showing politeness, maintaining social relationship, showing family relationship, delivering appeal, expressing affection, expressing dissatisfaction/anger, showing hope, showing specification, and showing worry or confusion. The results of the research are essential in identifying the development of English in Indonesia, especially relating to addressing terms. They are also important to measure the instance of politeness used in writing status-comment on facebook.*

*Keywords:* English, addressing terms, facebook

### INTRODUCTION

Language has a main function as a means of communication. In order that the communication can run smoothly, effectively, and efficiently, it should consider some factors. The consideration refers to social factors involving the participants of the communication, the setting of the communication, the topic, and the purpose of the communication (Holmes, 2001: 8). These will influence the language choice during the communication. Thus, it can be understood that someone will speak differently to different people, in different time with different topic and purpose. For example, speaking to the seller in the market will be different from speaking to a boss in the office. Discussion about academic will be also different from discussion about vacation, etc.

Besides, language activities should also consider social dimension that involves social distance, status, formality, and functional scales (Holmes, 2001: 9-10). The more intimate the relation with other is, the more informal the language will be. Vice versa, the more distant the relation is, the more formal the language will be. Moreover, speaking to a person having higher status must be different to one having lower status. Likewise, the language choice will be different if it functions to give information or express feeling.

Different language choice very closely relates to politeness and politeness very closely connects to formality. A student will be considered not polite if he speaks using informal language to his teacher at school. Likewise, a clerk will be considered not polite if he uses informal language to his boss in a formal meeting although his boss is his best friend or relative. Principally, more formal is considered more polite.

Many people think that being polite is simply relating to saying the word *please* and *thank you* in right places. In fact, it covers a great deal more than custom of the use of the words in our

daily life relating to directives and expressives. Just example when a teacher says to his student *Erase the board, please*. When it is done he then says *Thank you*. The order does not appear as a directive when it is accompanied with the word *please* and *thank you*. Then it is considered more polite.

Generally speaking, politeness involves taking account of the feelings of others (Holmes 2001: 268). Further, Holmes says that being linguistically polite involves speaking to people appropriately in the light of their relationship to us. However, being polite is a complicated business in any language. It involves understanding not only the language but also the social and cultural values of the community. Making decisions about what is or is not considered polite in any community therefore involve assessing social relationship along the dimensions of social distance or solidarity, and relative power of status. We need to understand the social values of a society in order to speak politely. Sometime something considered polite in a group may be considered impolite in other group. Thus, it is very important to learn about politeness.

One of the forms of linguistically politeness is addressing terms. According to Concise Oxford Companion to the English Language, form of address is any word, such as name, title, or pronoun, that designate someone who is being addressed in speech or writing (<https://www.encyclopedia.com/humanities/encyclopedias-almanacs-transcripts-and-maps/form-address>). Such forms of address may be built into the grammar of a language used (as with the French pronouns *vous* and *tu*), or may evolve as a range of titles, names, kinship terms, terms of endearment, and nicknames, all usually with an initial capital in English.

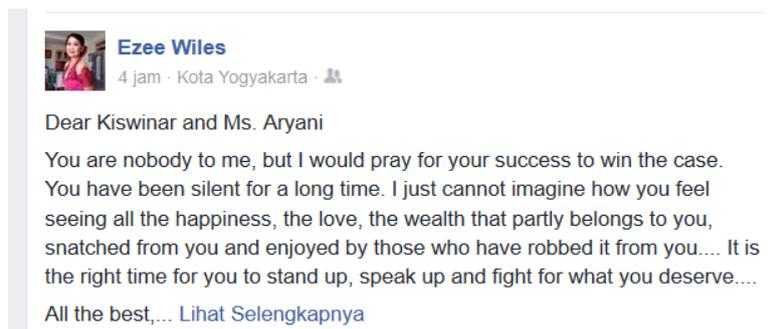
While Bieber *et al* (1999: 140) define addressing as an expression used as addressing terms among the participants of the interaction to attract the addressee's attention. They categorize addressing terms into 8 types, they are endearments, family terms, familiarizers, familiarized first names, first names in full, title and surname, honorifics, and others ( (1999: 1108-1109).

Each addressing term has its own characteristic. For example, endearments are used to show affection. They may involve addressing terms of *dear, darling, sweetie, hotty, honey, bunny*, etc. Family terms are applied to show the kinship. They include *mama, papa, mommy, daddy, mom, dad, mother, father, grandmother, grandfather, uncle, auntie*, etc. Familiarizers are addressing terms in the forms of nicknames to show the familiarity. For example, Thomas Taylor is a burger seller so he is accustomed to be called *Mr. Burger*. Familiarized first names are nicknames using first names to signify very close relation. For example, *Robert Harris*, his familiarized first name is *Rob* or *Robbie*. First names in full are nicknames using complete first names. For example, *Robert Harris* is called *Robert*. Titles and surnames are formal addressing terms. They involve *Mr., Mrs., Ms.*, etc. For example, *Barrack Obama* is called *Mr. Obama* in formal situation. Honorifics are addressing terms to show the respect for the nobility. They include *Prince* or *Princess, Lord* or *Lady, King* or *Queen, Your Majesty* or *Your Royal Highness*, etc. Others are addressing terms out of the addressing terms that have been mentioned.

In fact, there are unique phenomena in the use of addressing terms nowadays. It happens, especially on social media, particularly on facebook as a kind of social networking that mostly used by people around the world, included in Indonesia. It appears that many Indonesian like to use English addressing terms on their status or comment on facebook. There are so many types of addressing terms they use on facebook, of course for many different reasons. For example, *dearest* as a kind of endearments to show affection may be used for different function in different situation. The following status using *dearest* represents standard use of the endearment to show affection a wife to his husband. It is expressed on the day of the birth of their third baby. It seems that the term to celebrate their happiness for the coming baby.



Endearment *dear* is also commonly used as a formal salutation in a letter. As shown in the following open letter, the writer uses *dear* to address Kiswinar, someone the writer does not know well, only from the news.



However, endearments may also be used for other function. As it is seen from the following status that uses endearment *dear* to address the audience in common to soften the suggestion.



The phenomena of addressing the audience in common can also be represented by using family terms. It is very common now, especially for the advertisement to use family terms to

address the consumers, like in the following status that applies term *mom*. The use of family terms like *mom* or *dad* or *sis* are believed more effective and affective to present the content of the advertisement.



In addition, term of *mom* cannot only be used to address a women that being our mother but it can also address a women who has no blood relation like in the following status. The writer addresses her teacher using *kanjeng mommy* that may show the close relation between the student and her teacher. It can be identified from the gestures between the teacher and the student that hold tangan each other.



Family terms are also often used in online shopping to address the consumers. It function to create a familiarity and hope that the consumers will be comfortable to make a transaction with.



Sometimes there are any modification in applying the addressing terms. Like term *sister* may be modified being *sista*. It is a kind of slang term in American English.



Meanwhile, the term *brother* as a type of family terms should be used to address male sibling. However, it is found a deviation about its use by addressing *Mr. brother*, whereas Mr. should be followed by surname. However, it seems that it is fine on social media.



Other types of addressing terms are also used oftenly. They may be applied using figurative language, like the following status that uses *my sunshine* to address the writer's kid who is sick. It is a kind of indirect addressing to show her love to her kid.



Various use of addressing terms on social media, especially on facebook shows the development of language in our society. It represents one of the characteristics of language that language is dynamic, always develops. The use of English also presents the fact that we are bilingual that always update the development. Of course, the choice of certain term must have different reason depending on purpose of each person. Then the various use of addressing terms on facebook is very interesting to observe. Thus this writing has proposed some problems to observe, namely:

1. What are the types of addressing terms most used on facebook?
2. What are the function of addressing terms used on facebook?

## RESEARCH METHOD

This research was designed in a descriptive qualitatives way. It means that it has purpose to understand the phenomena that may involve behavior, motivation, or action, holistically and descriptively in the form of words in a natural context using various natural methods (Moloeng, 2008: 6). Then this research tried to identify the types of addressing terms used on facebook and described them to find the function.

Data of the research were addressing terms used on facebook collected from the status or comment of the writer's friends on facebook. They were collected using observation and documentation. Observation is a kind of action or process of taking information by observing the data (Sukardi, 2006: 49). Observation in the research was done by the team of the researchers

by observing the addressing terms used on facebook then documenting them using *print screen*, taking photo using computer, *munch screen*, taking photo using cellular phone. During the observation, the researchers acted as instruments beside laptop and cellular phone.

The collected data, then, were analyzed through three steps, namely reduction, display, and verification (Moleong (1998) in Sukardi (2006: 72). Data reduction was carried out by selecting relevant data. Then they were classified based on the categories and their functions of addressing terms, whether endearments, family terms, etc. The irrelevant data were dropped. Thus, the selected data were arranged systematically so that they could be read as meaningful information. The next step was verification that was done by drawing conclusion based on the categories and their functions.

## DISCUSSION

Addressing term is one of aspects of linguistic politeness that in its interaction, it considers appreciation of the speaker to the listener. In addressing the listener, a speaker will consider social and cultural factors, like age, social status, job, education, ethnicity, etc. As stated by Holmes that in language activities, we should consider social dimension involving solidarity, status, formality, and functions of communication (1996: 13). For example, it is impossible to address a woman using sir or Mr. Likewise, it will be different to address someone we know well and those we don't know well. Thus, an addressing term may function to show specific social relationship (Crystal, 1992: 44; Pritchard, 1964: 221).

Appropriate addressing will tighten a relationship. Vice versa, inappropriate addressing will destroy communication process and social relationship. So, choosing appropriate addressing cannot neglect factors, like age, education, sex, custom, ethnicity, social status, relation scale. Moreover, the choice of addressing must also consider specific purpose.

Addressing terms, according to Bieber *et al* (1999: 1108-1109), can be classified into eight, namely *endearments*, *family terms*, *familiarizers*, *familiarized first names*, *first names in full*, *title and surname*, *honorifics*, and *others*. They can be used orally or in written form, included in social media, like facebook.

Nowadays, there is a unique phenomenon in language activities on facebook. More people tend to use addressing terms in posting their status and comment on facebook. In the case that we are Indonesians, it must be interesting to observe the phenomenon. After carried out a research, then it is found that there are various addressing terms used on facebook. They are *full name* (1), *nick name* (2), *title and names* (8), *familizer* (1), *family terms* (14), *endearments* (20), *nouns* (4), and *pronouns* (3).

### Types of addressing terms used on facebook

The most common addressing term used in our daily life is name. It is no exception on facebook. Name is the first identity of someone so that others can recognize and differentiate from others. In Western where English language, name usually consists of two words, first name and surname. First name is the front name that is usually used in non formal situation or used by those having familiar relationship, like family, relatives, or friends. Surname is the last name used in formal situation. It usually follows title. For example, David Beckham will be addresses David by his family and friends but he will be addressed Mr. Beckam in formal situation. However, Javanese or Indonesians do not recognize such a kind of classification of name like in Western. In Indonesia, there is no rule to determine name. It is arbitrary to give name to the children whether two or three words or more. The nicknames are also various. It

may use first name, second name, or last name. Then it also happens on facebook. Addressing terms used on facebook applying name can be identified into full name, nick name, title and name.

### Full Name

Full name is used to address someone formally without title if we are not sure that someone we have conversation with knows him well or not.

A status of a cat lover's saying *Thanks Ed Sheeran* addresses someone named Ed Sheeran because of their same hobby on cat. Other people may not always like cat and also know Ed well.

### Nick Name

Nick name is short name to address. In Western, nick name usually uses first name with all its variations. For example, name Robert Snowman may have nick name Robert, Robbie, Rob atau Bob. However in Indonesia, especially in Java island, nick names is arbitrary. It may use first name or second name or even last name. There is no rule for number of words in a name. Even, not all have family name. Only high class may have family name. So, the purpose of nickname is to keep the familiarity. It can be also used to the younger, to the junior or to those whose position is lower.

Both status below address nicknames *Alex* and *Evelyn* because they are younger than the writer.

*You may take him to my home too. Awe Alex you have my heart now...  
Happy birthday Evelyn yg ke 4'ahn...*

### Title and Name

Title is used before surname in formal situation. There are some title in English, such as *common titles, formal titles, job titles, and religious organizational titles.*

Common titles are common addressing terms that may include *Mr, Mrs, Ms, and Miss.* Formal titles are kinds of addressing term used formally, like *Sir, Madam, Ma'am, or Miss.* Job titles are such addressing terms for specific profession, such as *Doctor* or *Professor.* While religious organizational titles are addressing term for those having main activities in religion, as *Pastur, Father, Brother, Sister, Ustadz, Ustadzah, etc.*

On facebook, addressing using common title are often applied. However, in our society there is no rule in addressing with title so that people may address others using title and first name, title and second name, etc. without considering the addressee's status whether married or unmarried. This may be caused by the lack of knowledge about addressing system but it can be also for being looked different.

*Miss Debby Mayangsari ini cm berlangsung 40 hari kan??  
Siapa tau bisa jadi referensi buat miss yang jago masak ini... Miss Ifa Solo...hwehehehe...*

Both status show the use of title and complete name. It is contrary with the rule that title should be followed by surname and is used to address a single woman. In fact, it is common to happen in our society.

Other title, *Mrs.* is also oftenly used not in accordance with the rule. *Mrs* /'misɪz/ should be applied to address a married woman followed by her husband's surname. For example, name Victoria Caroline Adams changes after she married David Beckham to be Mrs. Beckham.

... *Mrs. Gimmy's friends are really kind mam.*

Gimmy is a nickname of the writer's teacher. She is not getting married yet. Thus, the title is contrary with the rule that Mrs. is followed by a husband's surname.

On the other hand, *Mr. /'mɪstə(r)/* should be used to applied to address men in general, either single or married. It should be followed by surname.

*Mr. brother.. I see. Insyallah next week i go to solo...*

However, on facebook, *Mr.* is followed by *brother* that may show close relationship between two person having conversation via facebook.

Another title, *Ms. /mæz/* is used to address a woman in general without considering whether she is single or married but it should be followed by surname.

*yep ms. I know you miss the place...*  
*Dear Kiswinar and Ms. Aryani*

Even so, on facebook, *Ms.* stands alone without surname following. When it is followed by a name, Aryani, it is not a surname but only a common name.

If common titles have many modification in their use on facebook, formal titles seem to do the same. They involve *Sir, Madam, Ma'am*, atau *Miss*. *Sir* is to address men, while *Madam, Ma'am*, or *Miss* are to address women. *Sir, Madam, Ma'am* can be used in shop or hotel. *Sir* dan *Miss* are often used at school.

*but that's what I feel too mam.*

*Mam* on the status is referred to a teacher so it is an appropriate address.

*Met ultah ya ...mam*

However, the second *mam* is addressing a good friend that actually she can be addressed by her name.

So far, there are no job and *religious oranzational titles on facebook.* are titles given to people that dedicate themselves to religious activities.

### **Familizer**

Beside using name, addressing terms may be also represented in specific familizer to show its familiarity.

A status saying *Makasih ya Googs* shows the familiarity of Google, one of internet servers.

### **Family Terms**

Family terms are kinship system. Family members, called relatives may be differenciated into immediate (nuclear) family and extended family. Immediate (nuclear) family consists of father, mother, and children. the terms will change based on the speaker's position, for example father mother are called parents, children may be son or daughter. Siblings may be sister or brother. The spouse is wife or husband. A relationship that results in the occurence of wife or husband refers to relative by marriage. A relationship that results in the occurence of parents, children or sibling is called blood relatives. If it happens a death, divorce or separation then one of the spouses get married again, there will be a new family called step-family. Then there will be step-parents that may be step-mother or step-father and the children are step-children.

On the other hand, extended family is all members in the family of father or mother, like uncle, auntie, cousin, nephew, niece, grandparents and grandchildren. If it happens a marriage, the family of the spouse is called in-law. It consists of father in-law, mother in-law, brother in-law or sister in-law.

Family terms are commonly used because of blood relative or marriage relative. However, on Facebook, family terms get expanded use, not only refers to family but also to others.

Mother is a kind of family term to a woman being father's spouse. It is used variously from formal to informal. Formal addressing is mother, but in British English, there is a very formal addressing, especially for upper classes. It is *Mama*. While informal terms may be *Mom, Ma, Mam, Mom, Momma, Mum, Mammy, Mommy*, atau *Mummy*.

*Miss you mom*

*My mom and me...I love you mom...*

*I am studying tonight Mama, you must be proud of me...*

The terms refer to mother who gave birth to us. Even so, Facebook makes it possible to use family terms mother to other that may have no blood relationship. A status saying *Kanjeng mommy* refers to a teacher of the writer and this status shows a close relationship between the teacher and the students.

*Moms, sering melihat si kecil melamun di sela-sela kegiatannya?*

Term *mother*, now, is mostly used in online shop, especially that promote children's needs on Facebook. This term is trying to touch mother's sensitivity toward her children. Besides, *Moms* is often used in gift promo. It tries to influence a mother's decision as a person who is considered mostly like gift.

Another family term is father. It is formal term. Its very formal term is *papa*. In British English, there are various terms, like *Da, Dad, Daddy* atau *Pa, Pop, Poppa*. However on Facebook, it is common to find term father together with mother, even with sibling too.

*Miss you mom...dad...and my younger sister...*

Online shops also often make use of family terms in their ads on Facebook. The use of family terms help influence the parents' psychological decisions. They usually promote children's need, toys, or learning materials.

*Moms and Dads...bingung nyari mainan buat anak yg inovatif?*

Term *family* may be also applied in addressing on Facebook by a short form *Fams*. This term is often used by companies promoting product, service, or information for family in the whole.

*Bukan hanya bisa belanja produk nutrisi secara online fams. Ada banyak keuntungan....*

Children that may be son or daughter may be also applied in addressing on Facebook. However, *kids* or *kiddos* is often chosen by Facebook users.

*...luv you kiddos....*

Sibling that may consist of sister or brother are commonly used in addressing on Facebook. It can be more specific like *my younger sister*.

*Miss you mom...dad.. and my younger sister...*

Sister is often used by online shops by shortening it to be *sist*. Such a kind of addressing tries to present a comfort and familiarity with hope that they will buy the product.

*New new..limited stok sist..*

Sist may be also to address a good friend so they decide to make a date next time.

*We are best friend forever... next time take a walk again sist...ok.*

Sister may be also applied in form of *Sissy* to a nice friend.

*Thank you for your support, sissy... I love you...*

Likewise, *brother* may be used to address common people relating to something in public places. This term purposes to soften the message.

*... Karena gunung bukan tempat sampah, brother..*

## Endearments

Endearments are kinds of addressing to express affection. They may include *honey, sweetie, sweetheart, babe, baby, dear*, etc. They usually take the similarities with something around us, like *small things, sweet things, flattery, good things*, etc.

Small things and funny are often used as endearments. They may be *baby, babe*, and *bunny* (rabbit). These terms are usually used when someone in a relationship with someone else as in a status saying

*You are cute babe!ILY.*

However, *babe* can be also addressed to good friend. Sometimes, people write its sound *beb*.

*Smsmu ra tag bls beb pulsaku entek...*

Sweet things that may be used as endearments are *honey, sweetie, sweetheart, muffin, cupcake, baby cake, sugar plum*. Often these are followed by words *I love you*.

*...happy anniversary sweetie I love you.*

*Honey* is an addressing term that is mostly used by people to express affection, especially by those who are in love with.

*Love you too honey, so much*

Endearments *honey* may be used in its short form *hon* atau *hun*.

*... all the best wishes for u hun..*

From the word *honey*, then it appears variants of endearments but having the same meaning, it is *hunny*.

*You look so tired hunny...*

Other endearment is flattery. It is praising people so that they feel glad with themselves. It usually involves physical beauty, like *blue eyes, beautiful, handsome, gorgeous*, dan *hottie or hotty*. *Hotty* means someone attractive.

*hello hotty! thanks for creating such nice days...*

Good things can be used as endearments to show that he or she is very worthy. They may involve *prince/princess, angel, love, or lover boy/ lover girl*. However, on facebook, they can be addressed to a friend.

*Happy bday my bestie Annisa Icha Syarif Lubis...*

*My sunshine* is also a kind of endearments showing a deep affection. It may be addressed to a child.

*Be better my sunshine...*

Other choice to show affection may use *My boss* from a girl to her boyfriend.

*... Thanks you so much my boss Wisnu Aditya.*

Even, endearments may apply nice things to address pets, like cat or dog.

*My lovely Mussy... you have a different eyes color...*

It can also address someone directly based on a status, like *My husband* or *my wife*.

*...Thank you my husband.*

Husband can be shortened nicely become *hubby*.

*Semangat hubby pa shay...*

Among various endearments that may be used in addressing someone, traditional endearments like *Dear* or *Dearest* are still relevant to use, especially between a couple.

*...Thank you dearest...*

*Dear* can be addressed to sibling to. It can be followed by the gender of sibling, like sister, sista, brother, bro, etc.

*Gudluck for yr project dear sista @mesha. always proud of having you...*

*My dear friends* can be a choice of endearment to show togetherness among friend when they break their fasting.

*Happy open fasting my dear friends.*

*Dear* is also a kind of addressing that often has function as a salutation in a letter. The following is an open letter on facebook to show sympathy.

*Dear Kiswinar and Ms. Aryani*

*Dear ustadzah* are often used to address a new ustadzah Okki Setyana Dewi having been blasphemous from netizenz questioning her capacity and competencies in sharing religious messages.

*Dear* may be also used commonly to share information, like education abroad expo.

*Dear young friends come on apply*

*Dear Shaliha* is a kind of good option to address the audience on facebook relating to religious messages. This is to soften and touch the audiences' heart

*Dear shaliha.. selain dikenal sebagai syahrul shiyam...*

Having function to address in common, an addressing term can be delivered to specific audience. It may be chosen by a kind of retail, like Alila producing women islamic wears.

*Dear Lovalila.. Istilah imsak yang sangat populer...*

## **Nouns**

Often, a certain addressing term uses *noun* to greet someone else. As we know, noun is a thing that may have name. It can singular or plural. It may also common or proper noun. Thus, it is accepted when addressing *boy* or *girl*.

*.. Boy your proposal is left in the trash...*

*God* can be used to address in our pray. It is unnecessary to include article *a*, *an*, or *the*. *Plural noun* may be delivered to address the audience in common. Then the use of *all* is a nice option.

*Happy shopping all....*

*Good people* specifically addresses the good audiences.

*Good morning, good people.*

## **Pronouns**

Beside noun, addressing terms on facebook may use *pronouns*. There are some types of pronouns, namely *subjective pronouns*, *objective pronouns*, *possesive adjectives*, *possesive pronouns*, dan *reflexive pronouns*. Subjective pronouns are pronouns for subject position, like *I*, *We*, *You*, *They*, *She*, *He*, dan *It*. Objective pronouns are pronouns for object position, like *us*, *you*, *them*, *her*, *him*, dan *it*. Possesive pronouns are pronouns to show ownership, such as *my*, *our*, *your*, *their*, *her*, *his*, *its*. They should be followed by nouns, like *my bag*, *your book*, etc. without nouns, such *mine*, *ours*, *yours*, *theirs*, *her*, *his*, *its*. Reflexive pronouns are pronouns to show emphasis involving *myself*, *orselves*, *yourself/ yourselves*, *themselves*, *herself*, *himself*, and *itself*.

On facebook, it may be common to find an addressing using pronoun.

*My husband addresses her husband when giving a surprise on her birthday.*  
*Thank you my husband..*

*My God* is a kind of *possesive adjective* to address God in our praying or when we find something surprising.

*Oh my God..besok pagi jam 9 kan jdwl pak bos ketemu klien...*

*Mi Fans* ia a term to address customers from a supplier of a product or service. It is used to make contact with customers.

*Halo Mi Fans...kini Redmi Note 3 telah hadir..*

### Functions of addressing terms

Addressing terms generally function to address or greet our partner in communication. Bieber *et al* (1999: 1112) classifies the functions of addressing specifically based on its occurrence in a sentence. They are attracting one's attention, tagging the partner, and maintaining and strengthen social relationship. Addressing terms occurring initially usually function to attract one's attention and introduce someone. While addressing terms occurring in final position may function to tag the partner or maintain and strengthen social relationship.

Carter dan McCarthy (2006: 231-235) divide addressing functions into six, namely as *summon/ nicknames, turn managemen, ritual and sociable contexts, softening and lessening the threats to dignity, topic managemen, and joking.*

Addressing terms on facebook show many function of communication without considering the position either in initial, middlle, or final.

### Tagging

Tagging, according to Biber et al, can be done using addressing in initial position.

*Miss Debby Mayangsari ini cm berlangsung 40 hari kan..*

In fact, tagging can be also done using addressing terms occurring in the final position.

*Siapa tau bisa jadi referensi buat miis yg jago masak ini...Miss Ifa Solo...*

### Showing familiarity

Addressing terms show the instance of a relationship. Although Mr. is a formal addressing but when it is followed by brother, it is being informal addressing showing a familiarity between the addresser and addressee. Likewise *Kanjeng mommy* shows a familiarity between the writer as a student and her teacher. Sissy also expresses familiarity between the writer and her friend older than her.

*Mr. brother, I see insyallah next week I go to solo...*

*Kanjeng Mommy...*

*... Thank you for your support, sissy...*

### Expressing emphaty

Showing emphaty can be delivered using an addressing term. It may use *dear* as a salutation in an open letter. These addressing deliver symphaty for what happens on their life.

*Dear Kiswinar and Ms. Aryani*

*Dear Ustadzah Oki Setiana Dewi*

### Fostering familiarity

Building familiarly can be carried out using appropriate addressing terms. It may be using family terms, like moms, moms and dads, fams, fans, sist, etc.

*Moms, sering melihat si kecil melamun di sela-sela kegiatannya?*

*Hai Moms, ada lagi nih kejutan dari Frisian Flag dan karya*

*Moms and Dads, bingung nyari mainan buat anak yang inovatif?*

*Bukan hanya bisa belanja produk nutrisi secara online fams...*

*Halo Mi Fans. kini Redmi 3 telah hadir secara resmi di Lazada*

*New new...limited stok sist..*

All can be also used to maintain familiarity with the customers.

*Happy shopping all...*

### **Delivering information**

Addressing may function to deliver information using *Dear young friends*. The information is about an expo of education abroad.

*Dear young friends...come on apply.*

### **Delivering dakwah/ religious messages**

Dakwah is invitation to do goodness based on religious rules, especially Islam. Nowadays, dakwah can be done via online, included on facebook. Appropriate addressing like Dear Shaliha is hoped to be effective in delivering dakwah to broad society.

*Dear Shaliha.. selain dikenal sebagai syarul shiyam..*

Delivering dakwah and promoting its account as a supplier of women moslem's wear can be done using addressing Dear Lovalila. It is Alila, a supplier and also a brand name of women moslem's wear.

*Dear Lovalila.. istilah imsyak yang sangat populer..*

### **Showing sympathy**

An addressing may function to show sympathy to one else. It usually mention the name, either complete name or nicknames.

*Thanks Ed Sheeran  
You may take him tot my home to....You're great Alex  
Happ birthday Evelyn yg ke 4 thn...*

### **Showing politeness**

Addressing to show politeness is usually influenced by seniority or age. As in a college, it is usual for a student to address the teacher using Ms or Mam.

*yep ms. I know you miss the place...  
but that's what i feel too mam...*

### **Maintaining social relationship**

Maintaining social relationship can be done through appropriate addressing using *family terms* of Mam or sist to her girl friend.

*Met ultah ya ... mam  
....Next time we take a walk again sist ok*

### **Showing familiarity**

Familiarity can be shown using nickname, like Googs to tag Google.

*Makasih ya Googs*

### **Showing family relationships**

Family relationship can be shown family terms, like mom, dad, sister,, brother , kiddos, etc.

*Miss u mom*

*I love you mom  
... Mama you must be proud of me...  
Miss you mom..dad...and my younger sister..  
...luv you kiddos...*

### **Delivering appeal**

Appeal is usually needed in public places. To make it effective it can apply family terms as addressing, like sister or brother.

*...Karena gunung bukan tempat sampah brother*

### **Expressing affection**

Expressing affection can be done by whoever to whomever in wherever and whenever. It may use various endearments or figurative language.

*... You're cute babe. ILY  
Love you too honey so much  
Hello hotty...  
You look so tired hunny...  
Happy birthday hun..  
Thank you so much my boss Wisnu Aditya  
Thank you dearest...  
Happy anniversary sweetie i love you  
Thank u my husband  
Semangat hubby pa shay  
Be better my sunshine...  
Gudluck for yr project dear sista mesha  
Smsmu ra tag bls beb  
Happy bday my bestie Annisa Icha Syarif Lubis..  
Happy open fasting my dear friends  
M lovely Mussy*

### **Expressing dissatisfaction or anger**

Addressing does not only function to show affection or attention, but it can also show dissatisfaction or anger.

*... Boy your proposal is left in the trash*

### **Showing hope**

Showing hope can be addressed to God in the pray.

*God... strengthen me*

### **Showing specification**

Specification can be shown through specific addressing

*Good morning good people*

### **Showing worry or confusion**

Worry or confusion can be expressed using addressing to God.

*Oh my God. besok pagi kan jdwl pak bos ketemu klien...*

## CONCLUSION

Addressing terms are such kinds of linguistic politeness because the application should consider some factors, such as the participants, sex, age, education, job, etc. The factors will influence the choice of addressing terms. Appropriate addressing will maintain good social relationship, vice versa, inappropriate addressing will damage the relationship. Likewise, the choice of addressing should also consider the purpose of the utterances.

The research on addressing terms on facebook, then results in;

1. Addressing terms found on facebook involve full name (1), nick name (2), title and names (8), familizer (1), family terms (14), endearments (20), nouns (4), and pronouns (3). The results show that endearments are mostly used variedly on facebook followed by family terms. This fact reflects that our society has high politeness in linguistics activities.
2. Addressing terms found on facebook may have different function. There are 17 function evolved, namely tagging, showing familiarity, fostering familiarity, expressing empathy, showing sympathy, delivering information, delivering dakwah/ religious messages, showing politeness, maintaining social relationship, showing family relationship, delivering appeal, expressing affection, expressing disappointment/anger, showing hope, showing specification, and showing worry or confusion. This fact proves that language enables to convey various function in our communication.

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