

## The Terms of Address Used by Local People in Sudaji Village North Bali

I Komang Andreyana<sup>1</sup>, I Gede Budasi<sup>2</sup>, Putu Adi Krisna Juniarta<sup>3</sup>

<sup>1,2,3</sup> Universitas Pendidikan Ganesha, Indonesia

Email: [komangandreyana11@gmail.com](mailto:komangandreyana11@gmail.com)<sup>1</sup>, [gede.budasi@undiksha.ac.id](mailto:gede.budasi@undiksha.ac.id)<sup>2</sup>,  
[adi.krisna@undiksha.ac.id](mailto:adi.krisna@undiksha.ac.id)<sup>3</sup>

Corresponding Author: I Komang Andreyana

### ABSTRACT

*This study explores the use of terms of address by local speakers in Sudaji Village, Buleleng Regency. The research was motivated by a unique linguistic phenomenon in which Sudaji residents employ distinct address forms that differ from commonly used Balinese expressions. The study employed a descriptive qualitative design. Data were collected through observation, interviews, and audio recordings involving community members who fulfilled predetermined sociolinguistic criteria. All Balinese and Indonesian data were transcribed into English and analyzed using the Huberman qualitative model, including data collection, reduction, display, and conclusion drawing. The findings revealed five main categories of address terms: personal pronouns, kinship terms, first names, power and hierarchy-based terms, and mockery terms. Each category performs specific pragmatic functions such as signaling politeness, maintaining social hierarchies, constructing identity, indicating familiarity, or expressing intimacy. The analysis also showed that the selection of address terms is influenced by social variables including age, kinship, caste, familiarity, and situational context. The study concludes that Sudaji terms of address constitute an important cultural-linguistic resource that reflects local values and social structures, yet remain vulnerable to language shift as Indonesian becomes dominant in daily communication. Preserving these linguistic forms is therefore essential for maintaining local identity and enriching sociolinguistic studies in Bali.*

**Keywords:** Sociolinguistics, Sudaji Dialect, Balinese Language, Linguistic Identify

### INTRODUCTION

Human can never be separated from the process of communication or interaction with others in their environment. Basically, people need to communicate to create a good relationship and environment in their social life. In addition, humans need a communication and interaction to recognize people in around them. For instance, as the young generation, we need to create good communication or interaction to recognize our environment or society around us.

In order to create effective and efficient communication, humans need a language. Here, language plays as a bridge during communication or interaction with others. It can be said that people can know and understand our thoughts through a good and appropriate language. Furthermore, language also plays a very essential and important role in human' life because it is used to establish relationships with other people (Kumar, 2024). According to Altun (2023), language can also be defined as a tool to connect someone to the others. Moreover, language also can be used to deliver opinions, thoughts, arguments, feelings, etc.

Moreover, language is also usually used to show someone's give attention, respects, behaviour, and social status (Athanasia, 2025). Based on Sirbu (2015) language plays an important role in the environment because it is used to show someone's position or status and show respects during interaction. For instance,

people must use a proper and polite language to show respects and behaviour to older people.

Throughout communication, humans are required to use appropriate and good terms of address (Özcan, 2016). It aims to avoid misunderstanding and miscommunication during the interaction. For instance, if we talk to older person, we need to use proper terms of address, such as Mr., Ms., etc. Basically, terms of address are a set of phrases that are used by humans to address somebody. Gede Bagus Kresnantara et al. (2023) stated that terms of address are a set of language that are used to address or call someone in a polite way. For instance, as Indonesian, we are required to call someone older with polite terms, such as Bapak, Ibu, Tante, and Om.

Terms of address also known as a branch of linguistics are used in humans' daily communication. In addition, terms of address are used to attract someone's attention. For instance, we usually use a term to call someone or to start a conversation. Furthermore, Lumbanbatu & Wahyuni (2018) stated that terms of address known as small aspects, are very important in humans' at daily communication because they are usually used to show politeness to the interlocutor.

In communicatin with others, humans need understand the classification of terms of address itself. According to Wardaugh' theory in Holmes & Wilson (2022), terms of address are classified into several types, such as terms of address using nicknames, terms of address using intimate terms, terms of address using kinship, terms of address using respectful or appropriate manners, and terms of address using mockeries. For instance, as Indonesian, we usually call or address our parents by the terms Bapak or Ibu, which indicate the terms of address using kinship.

Using terms of address must depend on the culture or habits in the environment. Wahyuni (2018) stated that the terms of address must depend on cultures, ethnic groups, norms, terms, regions, and rules. Based on this case, it shows that the implementation of terms of address is cannot be separated from the culture and tradition of certain region or area.

The real example of the used of terms of address is in Bali province, especially in Sudaji village. Based on preliminary observation, there is an unique and different phenomenon in the implementation of terms of address in Sudaji village. For instance, the local people in Sudaji village usually used the term "Ente" to address "you". In contrast, Balinese people usually use the term "Ye" to refer to the term "you" Moreover, nowadays, there are a lot of local people in Sudaji village who prefer to use Indonesian in their daily communication. Thus, that uniqueness seems not to be used in daily interaction. Therefore, the uniqueness of terms of address must be preserved. Based on that, these terms of address studies need to be done to complement the existing linguistic studies in Sudaji village.

Thus, the researcher is interested in studying the terms of address in Sudaji village which are used by local people. Regarding those conditions, this study entitled "A Case Study: An Analysis of Terms of Address Used by Local People in Sudaji Village" is not only important but it must be done immediately. Moreover, the threatened position of the local language can be resolved. Further, the researchers will only analyze and identify the use of terms of address in Balinese using the Sudaji dialect. Thus, the researcher decided to conduct research based on actual and factual

phenomena, and this study will be conducted to find out the types, functions, and social factors of the terms of address in Sudaji village.

## METHOD

This research implemented a descriptive qualitative approach which is known as the method based on a condition of phenomena Sugiyono (2009). This research was conducted in Sudaji village, which is located in Sawan Sub-district, Buleleng Regency. The research was conducted through several procedures. Initially, the researcher sent a research permit to the Desa Adat in Sudaji village to secure the participation of local people as informants. The informants and additional informants were then selected based on criteria outlined by Budasi (2007; 2009). After determining the participants, the researcher met with them and held discussions to observe the use of terms of address. The discussions and interview processes were recorded using a recording device, and the observations were documented on observation sheets. Once all the data were collected, data triangulation was conducted to ensure validity. Finally, all the data were transcribed qualitatively and descriptively to derive the study's findings, discussion, and conclusions. The data, originally collected in Balinese and Indonesian, were transcribed and presented in English.

The obtained data were analyzed using the Huberman Data Analysis which consisted of four steps: data collection, data reduction, data display, and conclusion drawing/verification. In the data collection phase, the researcher conducted observations and interviews with local people in Sudaji village to explore the types and functions of terms of address as well as the social factors influencing their use. These activities were supported by recording to gather the necessary data from the informants. After transcribing the data, the researcher performed data reduction to eliminate irrelevant information unrelated to the study's problem formulation, with expert assistance during this process. The reduced data were then presented in a clear format, such as tables, to facilitate understanding. At the conclusion drawing/verification stage, the researcher summarized findings, drew implications for theory and practice, and suggested directions for future research. To ensure the trustworthiness of the data, triangulation was applied, following Sugiyono (2011) as. This involved cross-checking data from observations, interviews, and recordings, as well as verifying the accuracy of the data with the informants. The validity of the data was confirmed through informant feedback.

## FINDINGS AND DISCUSSION

### The Types of the Terms of Address Used in Sudaji Village

The terms of address are used by the local people in Sudaji village to address someone in their daily communication. This study found that there are many types of terms of address used in the village, which include: personal pronouns (you and I), kinship, first name, power and hierarchy, and mockeries.

#### Personal Pronouns (You and I)

The personal pronouns of the terms of address are used in Sudaji village to represent the second person. They are *ya* or *iya*, *cai* or *ci*, *cang* or *iyang*, and *nani* or *ke*. Each term of address will be explained as follows:

1. *Ye*

The pronoun *Ye* is the highest form of personal pronoun (you) in Sudaji village. In addition, this term is used to show the speaker's politeness and behaviour throughout the conversation.

2. *Cai* or *Ci*

*Cai* or *Ci* are the lowest form of personal pronoun (you) in Sudaji village. It is commonly used in social environments. It is commonly used to address our close friends, best friends, siblings, and the others.

3. *Cang*

*Cang* is the highest form of the personal pronoun (I) which is usually used by the local people in Sudaji village. The term *Cang* is used in formal and semi-formal situations. It is usually used to address parents, older people, strangers, and people who have high positions or hierarchy in religion. The term *Cang* shows politeness, behavior, and attitude during communication. In the village, the local people used the term *Cang* to impress themselves. People show their politeness, respect, and good behavior through this term.

4. *Nani*

*Nani* is a type of personal pronoun that is used by local people in Sudaji village. The term *Nani* is usually used in society or social environment and informal situations. For instance, in friendship, family, etc. The term *Nani* is used to impress self in a conversation. In addition, this term indicates the closest relationship between the speaker and the hearer during the communication.

5. *Iyang*

Similar with the term *cang*, *iyang* is also the highest form of the personal pronoun (I) which is usually used by the local people in sudaji village.

6. *Ake* or *Ke*

*Ake* or *Ke* is a type of personal pronoun that is used by local people in Sudaji village. It only can be used to address someone in informal situation, such as social context, with close friends, siblings, and the others.

7. *Kinship*

Kinship is one of the terms of address used by Lemukih people to address their family and relatives. The kinship terms are: *Kaki* or *Pekak*, *Dadong*, *Bape*, *Memek*, *Guru*, *Dadong*, *Beli* and *Mbok gek*. Each term of address will be presented as follows:

8. *Bape*

Most local people in Sudaji village use the word *Bape* to address “father”. The term *Bape* is used for family or relatives. Middle and lower families usually use the term *Bape* to address their father. *Bape* also can be used to address local elders in the village, such as the village stakeholders, friends, and others.

#### 9. *Memek*

*Memek* is used by the middle and lowest class in Sudaji village. The term *Memek* is used to address a “mother” or “old woman” in the village. The term *Memek* to address a woman who has been married in their family. In addition, the term *Memek* is also usually used for someone who has a high position in the village. For instance, local elders, family, relatives, friends, strangers, etc.

#### 10. *Kaki* or *pekak*

The term *Kaki* or *Pekak* is used to address “grandfather” in Sudaji village. the term *kaki* is used to address grandfather and someone or a stranger who is getting old. The term *Kaki* can be used for the lowest, middle, and highest levels in Sudaji village. In addition, this term does not follow by name.

#### 11. *Dadong*

The term *Dadong* means “grandmother”, an elder woman, or a stranger in the village. It is usually used by the lowest, middle, and highest class of local people in Sudaji village. It also shows politeness and good behavior throughout the communication. Same as the term *Kaki*, *Dadong* also does not imply a proper name.

#### 12. *Guru*

There are several local people in Sudaji village use the word *Guru* to address “father”. This term shows a caste in a family. For instance, it usually used for people that have Gusti, Ida Ayu, Anak Agung, and the others. It is commonly used to show someone’ politeness and respect to their hearers.

#### 13. *Beli*

In Sudaji village, the term *Beli* is commonly used to address “older brother”, who is older than the speaker. Moreover, the term *Beli* also can be added by other terms, for instance, first name (i.e.: *Beli Gede*, *Beli kadek*, *Belik Tut*, etc.). Thus, it shows someone's respect, politeness, and behavior in communication. Moreover, the function of this term is also to address male strangers, older, or young men that they have never known yet.

#### 14. *Mbok*

The term *Mbok* is used by the local people to address “older sister”. This term is also used to address strangers, older women, friends, etc. It shows that the use of *Mbok* can show politeness, respect, and behavior. The local people use the term *Mbok* for all levels or classes

### Power and Hierarchy



### 1. *Mangku*

In Sudaji Village, the term *Mangku* is used to address the village elders. It usually used by the local people to address the village elders and head of religion chiefs. It used to show someone' politeness, behaviour, and respect towards people who have high and honour positions in the village.

### 2. *Jero*

The term *Jero* is commonly used by the local people to address the village elders, local elder chiefs, and local elder religion chiefs. In Sudaji village, this term usually used to address the local elder religion chiefs.

### 3. *Kelian*

The term *Kelian* is commonly used by the local people to address the village elders, local elder chiefs, and local elder religion chiefs. In Sudaji village, someone must use appropriate and polite languages to address the *Kelian*.

## **The Functions of Terms of Address Used in Sudaji Village**

This study is about types of terms of address used by Sudaji's people, the functions of terms of address used by local people in Sudaji village, and social factors which influence the use of those terms. Based on the findings of this study, it can be seen that there is an indication of the functions of terms of address and social factors that influence the use of those terms. There are several significant functions in the use of terms of address in Sudaji village. Terms of address play really crucial and important role in social interactions. The following is the description of the functions of terms of address used by the local people in Sudaji village:

#### 1. To Attract Someone's Attention

Basically, the terms of address mostly used by Sudaji people to attract someone's attention, especially our hearer or interlocutor. Addressing someone by their name is a common and effective way to attract or get their attention during a communication. It can be seen in Table 4.13, which the sentence "*Men mbok gek laku kije jani?*" used to attract the interlocutor to start a communication. The data shows that the speaker tried to attract and call the partner or interlocutor from a distance. The speaker used a term "*mbok*" to attract the interlocutor' attention in order to make the interlocutor approached him.

#### 2. To Show Politeness and Behaviour

The terms of address are mostly used to show someone's politeness and behaviour in communication. In Sudaji , people usually used the terms of address to start a conversation. In order to create an effective and polite conversation, the local speakers need to start with polite terms of address. The illustration of the use, can be found in Table 4.7, the sentence "*Swastyastu. Kaki jak nyenmai?*" shows someone's politeness and a great behaviour especially in starting a conversation with the older person. In the conversation, the local speaker tried to start the conversation with a

warm and polite greeting "*Swastyastu*" and continue with a term address "*Kaki*". It belongs to the function of term address in showing politeness. Actually, the speaker can start the conversation without saying the greeting and the word "*Kaki*" to address, but the speaker do to respect the older people.

### 3. To Show Power, Hierarchy, and High Position

In Sudaji village, the use of terms of address also show several powers, hierarchies, and high positions. Furthermore, the local people differentiate the use of terms address between society, such as they differentiating between religious authorities, village chiefs, village elders, and ordinary people itself. Local people in Sudaji village are divide the terms address of their societies. For instance, they usually used the terms address *Guru* and *pak* to address religious authorities in Sudaji village. They also required to use formal and semi – formal Balinese language during the communication. Moreover, it is used also to show their respect, honour, and politeness to someone's who has a power, hierarchy, and high position in that village. Thus, they can not speak using address or language that are careless and rude to those people.

### 4. To Reflect and Show Someone's Name or Identity

Basically, the terms of address used by the local people in Sudaji village to reflect and show someone's name or identity. Using the terms of address in public area is totally important because it can show someone's identity among the society and terms of address are used to identify someone who has Balinese or Sudaji identity.

### 5. To Show People Intimacy

The terms of address are usually used to show someone's intimacy. One of the functions of term of address is to show intimacy while communicating each other. It can be seen that the speaker asked about the what is the interlocutor doing using mockeries. Moreover, the second example shows that the speaker appreciated the interlocutor using mockery term. Here the 2 speakers just showed their intimacy among others. Thus, those kinds of mockeries just can be used for who has close relationships. It cannot be used for anybody because it will lead to miscommunication or misunderstanding between the speaker and the interlocutor. Based on the explanation above, it can be concluded that the functions of terms of address in Sudaji village refer to Wardaugh's (2006) theories, such as to show attract someone's attention, show politeness and behaviour, reflects someone's name or identity, show intimacy, and show power, hierarchy, and high position.

## The Social Factors that Influence the Use of Terms of Address in Sudaji Village

In this research, the researcher found that are six social factors which influenced the use of terms address in Sudaji village according to the data analysis. The first factor is gender. Almost terms of address in Sudaji village are indicated by gender. It can be found in several terms, such as *Bapak* or *Bape*, *Memek* or *Ibu*, *Kaki*, *Dadong*, *Guru*, *Beli*, *Mbok* and *Mbok gek*.

Second, age. Basically, the use of terms of address are caused by the age. For instance, *Bapak* or *Bape* is for father, *Memek* or *Ibu* is for mother, *Kaki* is for grandfather,

*Dadong* is for grandmother, etc. Moreover, *Beli* and *Mbok* are specifically used for older people. From that data analysis, it can be concluded that age is one of factors related to the use by local people of terms address in Sudaji village.

The third is culture norms and values/blood. It can be found in the terms *Guru* and *Kelian*. It shows that the local people are usually used those terms to impress their culture norms and values. Moreover, it can show Sudaji's uniqueness through those terms of address. Fourth, power and hierarchy. The terms *Guru* also shows the power and hierarchy of someone in Sudaji village. Mostly, people address someone use these terms to show their power, hierarchy, and position. Thus, it just can be delivered to someone who has high position in the village and religion.

### CONCLUSION

The terms of address are usually used to address or call people in an conversation or communication. The use of terms of address in Sudaji village varies. It is proved by the types of terms of address used by local people in Lemukih village. This study found that there are 17 terms. *Ye* or *Iye* (You in formal and polite ways), *Cai* or *Ci* (You in informal and impolite ways), *Nani* (You in informal and impolite ways), *Cang* (I in formal and semi-formal situations), *Iyang* or *Yang* (I in formal, semi-formal, and informal situations), *Ake* or *Ke* (I in informal situations), *Bape* (Father), *Memek* (Mother), *Kaki* or *Pekak* (Grandfather), *Dadong* (Grandmother), *Mbok* (Sister), *Mbok Gek* (Sister in a Caste), *Beli* (Brother), *Kelian* (Someone who has high position), *Mangku* (Someone who has high position), and *Jero* (Someone who has high position) village.

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