ADDRESS TERMS IN DISNEY'S MOVIE *THE INCREDIBLES*

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Abstrak: ini bertujuan untuk mengetahui jenis-jenis istilah sapaan yang digunakan oleh karakter utama dalam film Disney The Incredibles. Mengacu pada perspektif sosiolinguistik Wardhaugh (2006) dan Chaika (1982), penelitian ini mengkategorikan istilah-istilah sapaan yang teridentifikasi, termasuk Gelar (T), Nama Depan (FN), Nama Panggilan (N), Nama Hewan Peliharaan (PN), Istilah Kerabat (KT), dan Gelar plus Nama Belakang (TLN). Data dikumpulkan melalui metode dokumentasi dan observasi dan kemudian dianalisis menggunakan pendekatan kualitatif deskriptif. Temuan mengungkapkan 73 contoh penggunaan istilah sapaan, dengan Istilah Kerabat (KT) sebagai jenis yang paling sering muncul, 27 kali, diikuti oleh Nama Hewan Peliharaan (PN) dengan 21 kemunculan, Nama Depan (FN) dengan 16, Nama Panggilan (N) dengan 4, Gelar plus Nama Belakang (TLN) dengan 3, dan Gelar (T) digunakan hanya dua kali. Dominasi Istilah Kerabat mencerminkan tema film yang berpusat pada keluarga, yang menyoroti hubungan kekeluargaan yang dekat melalui istilah-istilah yang akrab ini. Variasi dalam istilah sapaan ini mengungkap dinamika sosial, perbedaan status, dan hubungan kekuasaan di antara para tokoh. Selain itu, istilah sapaan merupakan penanda hubungan sosial, kedekatan, dan rasa hormat, khususnya dalam konteks keluarga yang erat. Temuan-temuan ini berkontribusi pada studi sosiolinguistik di media dengan menunjukkan bagaimana penggunaan bahasa dalam film animasi mencerminkan dan membentuk interaksi dan hubungan sosial. Studi ini menunjukkan bahwa istilah sapaan berfungsi sebagai penanda relasional dan alat untuk membangun hierarki sosial dan dinamika kekuasaan, yang memperkaya literatur sosiolinguistik tentang penggunaan bahasa di media dan perannya dalam membentuk pemahaman audiens tentang hubungan sosial.

Kata Kunci: Types, Address Terms, Main Characters.

Abstract: This study is aimed to find out the types of address terms used by the main characters in Disney's movie The Incredibles. Drawing from the sociolinguistic perspectives of Wardhaugh (2006) and Chaika (1982), this research categorizes identified address terms, including Title (T), First Name (FN), Nickname (N), Pet Name (PN), Kinship Term (KT), and Title plus Last Name (TLN). Data were collected through documentation and observation methods and then analyzed using a descriptive qualitative approach. Findings reveal 73 instances of address terms usage, with Kinship Terms (KT) as the most frequent type, appearing 27 times, followed by Pet Names (PN) with 21 occurrences, First Names (FN) with 16, Nicknames (N) with 4, Title plus Last Name (TLN) with 3, and Title (T) used only twice. The predominance of Kinship Terms reflects the family-centered theme of the movie, highlighting close familial relationships through these familiar terms. This variety in address terms reveals

social dynamics, status distinctions, and power relations among characters. Additionally, address terms are markers of social relationships, closeness, and respect, particularly in a close-knit family context. These findings contribute to sociolinguistic studies in media by showing how language use in animated films reflects and shapes social interactions and relationships. The study suggests that address terms function as relational markers and tools to establish social hierarchy and power dynamics, enriching sociolinguistic literature on language use in media and its role in shaping audience understanding of social relations.
Keywords: *Types, Address Terms, Main Characters.*

INTRODUCTION

Communication is crucial to sharing ideas, information, and emotions in human interaction. People use language to communicate with each other every day. Downes (1998:2) states that language is a means of communication because every person uses language to communicate, and it is essential. Communication is powerful for expressing people's minds, feelings, and thoughts. According to Crystal (1981:11), communication is defined as the conveyance of information (messages) from a sender to a recipient through a signalling system, specifically focusing on human communication. Individuals possess a variety of methods for interacting with one another. Interacting and building connections with others is achievable through communication. Nevertheless, effective communication is more complex than it might seem. Successful communication is only possible when each participant comprehends the other's thoughts, emotions, and intentions.

The relationship between communication and sociolinguistics is very close because both complement each other in understanding the role of language in society. Wardhaugh (2006:449) provides a general definition of sociolinguistics as the study of the relationship between language and culture, with an emphasis on how language reflects and shapes social structures. Sociolinguistics studies language variation and the influence of social factors on the structure and use of language. In this context, communication becomes the primary tool for realizing sociolinguistic understanding because language is used to interact and convey messages in a social context. Communication reflects cultural norms, social values, and group identity in everyday language use. Milroy (1980:152) explored the relationship between social structure, social networks, and language variation. He emphasizes how the structure of social networks can influence language patterns within a community. Therefore, an understanding of sociolinguistics provides a solid foundation for improving communication skills, enabling individuals to adapt to language variations in various social situations and better read the social

nuances contained in everyday communication.

Among the many aspects of language studied by sociolinguists, terms of address, the words and phrases people use to refer to each other, have received much attention. Greeting terms include many expressions, ranging from formal titles such as *Mr.* or *Dr.* to intimate nicknames like B*uddy or Honey*. These linguistic elements are versatile tools that reveal much about the intricacies of social communication, and they are of particular interest to scholars who wish to understand when and where someone uses specific forms of address, the differences between formal and informal greetings, and the implications of polite greetings and a rude choice of address. Politeness proves to be a multifaceted aspect of language, as pointed out by Holmes (1992:285).

According to Wardhaugh (2006:268), individuals employ diverse forms of address, including titles, first names, last names, and more. Wardhaugh also highlights the challenge of selecting the appropriate address form, particularly in hierarchical societies, as one of the resulting consequences. Additionally, it is noted that people can address or mention others using various options, including their title, first name, last name, nicknames, and combinations of these. Moreover, as stated by Parkinson (1985:118), the terms of address encompass the language used within a speech occasion to denote the person receiving that communication, and it can convey important social cues. The speaker's choice of specific forms of address often reflects their situational context. For example, using titles such as *Doctor* or *Professor* when addressing others suggests a less intimate relationship between speaker and recipient. It's reasonable to assume that the speaker and the person they are addressing are unfamiliar with each other and lack a strong personal connection. According to Chaika (1982:46), the purpose of the address form is to convey levels of intimacy, power dynamics, and respect. These functions serve to clarify why individuals are addressed in specific ways, depending on factors like their age, status, or the nature of their relationship.

The context of time and place can significantly influence address terms. According to Brown and Levinson (1987:37), people tend to use more formal and respectful design terms in formal situations. On the other hand, in informal situations, the use of indicative terms can be more friendly and relaxed. The use of address terms can also reflect politeness in communication. Holmes (2013:285) notes that the use of address terms that comply with politeness norms can improve the quality of interactions.

On the other hand, the use of inappropriate or overly familiar address terms can be

considered impolite. According to Leech (2014:3), language politeness is greatly influenced by culture and the norms of a particular society. It is important to remember that norms for using address terms can vary significantly, and appropriate usage depends on various contextual factors. Understanding when and where to use formal or informal design terms and how to maintain a level of politeness can improve a person's communication skills in various situations.

Address terms are essential to discuss because they reflect everyday language dynamics and social norms. Address terms are not only a form of verbal communication but also reflect societal hierarchies, social relationships, and cultural values. Understanding the use of respect can reveal power structures and interactions between individuals. In a film context, as in Disney's Movie The Incredibles, address terms can open the door to exploring how characters in a narrative communicate and build relationships, as well as reflecting cultural norms in the world created by the work of art. Therefore, delving into this topic can provide valuable insight into how language reflects social and cultural aspects in society, with implications that can be applied to everyday life and in the context of the entertainment and creative industries.

RESEARCH METHODS

The data for this research primarily derives from the Disney-Pixar animated film The Incredibles, released in 2004, and the data taken and focused on the main character's dialogue only. The Incredibles is an American computer-animated superhero film produced by Pixar Animation Studios and released by Walt Disney Pictures. This section provides an overview of the film as a data source and the rationale for its selection. The Incredibles was written and directed by Brad Bird. In this research, two types of data sources are used: movies and scripts. The reason for utilizing these two different data sources is their interrelated nature. In movies, the writer of this research can observe the intonation and expressions of the characters, particularly the main characters who is the focus of this research. Meanwhile, the script allows the writer of this research to read the situations described by the scriptwriter. Therefore, these two data sources are interconnected, as the use of address terms in everyday life can be influenced by multiple factors. The writer of this research needs to both watch and read to conduct a thorough analysis.

To analyze the data, researchers obtain supporting references and follow a structured process. Data collection procedures are used to gather information needed to meet the research

objectives, relying on documentation and observation methods. The data collection process for this study includes several key steps. First, researchers watch Disney's The Incredibles and review its script multiple times to capture the nuances of character interactions. Next, they identify and record relevant instances of address terms, organizing these findings into a detailed table with seven columns: title, first name, last name, nickname, pet name, kinship terms, and title plus last name. Finally, thoroughly cross-check all collected data to confirm its relevance and accuracy in addressing the study's research questions.

The data analysis method used in this study is descriptive qualitative, with content analysis applied to examine the address terms used in the movie. This approach draws on Chaika's (1982) and Wardhaugh's (2006) theories of address terms. The data collection process follows several steps. First, researchers watch The Incredibles and review its script multiple times to capture the nuances in character interactions. Next, they identify and record relevant instances of address terms, organizing the data into a structured table with seven columns: title, first name, last name, nickname, pet name, kinship terms, and title plus last name. Finally, all collected data are thoroughly cross-checked to ensure relevance and accuracy in addressing the research questions.

RESULTS AND DISCUSSION

This section outlines the types of address terms found in Disney's movie The Incredibles. There are seven types of address terms are found to be analyzed, there are 2 for Title (T), 16 for First Name (FN), 4 for Nickname (N), 21 for Pet Name (PN), 27 for Kinship Term (KT), and 3 for Title plus Last Name (TLN), however, no address terms of the Last Name (LN) type are found.

Title

Title is a type of address term that is a form of referring to someone by their title without using their first name or last name. This form of address is relatively formal and respectful, often used in situations where a level of respect or distance is maintained in communication. This type of address involves using a person's formal title as the primary means of referring to them. It signifies acknowledgment of the person's professional or social standing. It can be common in formal settings, correspondence, or when addressing individuals in positions of authority or seniority. In this movie, the type of address term "title" is found only twice, and since both instances are identical.

(3-1)   Old Lady   : Mr. Incredible! Oh-- MR. INCREDIBLE!

        Mr. Incredible   : What is it, **Ma'am**?

        Old Lady   : My cat Squeaker won't come down.

Figure 1. Conversation between Mr. Incredible and Old Lady

(The Incredibles, 00:03:00 – 00:03:10)

In this scene, Mr. Incredible, on his way to a crime scene, notices an older woman shouting for help because her cat, Squeaker, is stuck in a tree and cannot come down. As shown by the situation in Figure 1, the use of address terms reflects the formal and respectful interaction between Mr. Incredible and the Old Lady. When Mr. Incredible says, "What is it, Ma'am?" he uses the term "Ma'am" to address the Old Lady politely, showing respect and acknowledging her as someone deserving of courteous treatment, regardless of the simplicity of her request. This formality is consistent with Mr. Incredible's role as a hero, who treats all people respectfully, whether the situation is mundane or serious.

First Name

The use of the first name in communication signifies both a sense of equality and familiarity, fostering intimacy while also representing an attempt to assert a degree of influence over others. It means using first name indicates equality and familiarity, intimacy and shows an effort to assert some power. Addressing someone by their first name conveys a sense of closeness and equality, while also subtly asserting a certain level of influence. In this movie, the use of the address term type "first name" occurs twenty-three time.

(3-2)   Helen   : **Dash**. This is the third time this year you've been sent to the

                    office. You need to find a better outlet. A more constructive

                    outlet.

        Dash   : Maybe I could. If you'd let me go out for sports.

Figure 2. Conversation between Helen and Dash

(The Incredibles, 00:14:51 – 00:15:02)

In this scene, Helen (Elastigirl and Mr. Incredible's wife) is shown scolding her son, Dash, because he has been called to the principal's office three times. This implies that Dash has frequently been playing pranks on his classmates and teachers at school. In this conversation, Helen addresses her son Dash with a tone of concern and authority. By using his first name, "Dash," she establishes a direct and personal connection, signaling the seriousness of the conversation. Helen is addressing an ongoing issue, this being the third time Dash has been sent to the office, indicating that his behavior is a recurring problem. Her advice to "find a better outlet" and "a more constructive outlet" suggests that Dash has been acting out or using his energy inappropriately, and she is trying to guide him toward more positive and productive ways to express himself. As shown by the situation in Figure 2, the context of this conversation likely revolves around Helen's role as a parent trying to correct and support her child in making better choices.

Nickname

A nickname is a shortened or familiar form of an individual's name, often used in close, informal relationships such as friendships and family connections. Nicknames, which are often informal and derived from a person's given name, characteristics, or personal traits, serve various functions. They can indicate familiarity, affection, or camaraderie, and are frequently used within close relationships to create a sense of intimacy and belonging. In professional settings, address terms can reflect the level of formality or hierarchy, helping to establish and maintain the appropriate social dynamics and respect among colleagues. In this movie, the use of the address term type "nickname" appears six times. Only three instances are presented as representatives to avoid redundancy.

(3-3)   Buddy   : Aren't you curious about how I get around so fast? See, I

have these rocket boots, they're made from--

Bob   : Go home, **Buddy**. Now.

Figure 3. Conversation between Buddy and Bob

(The Incredibles, 00:07:00 – 00:07:06)

In the given scene, "Buddy" seems enthusiastic about sharing something with "Bob," likely about his rocket boots. However, Bob's response, "Go home, Buddy. Now," indicates that he is not interested in whatever Buddy says and wants him to leave immediately. The use of the nickname "Buddy" by Bob adds a layer of familiarity to their relationship but also implies a certain level of condescension or dismissal. By using the nickname instead of Buddy's full name, Bob may be attempting to assert dominance or express irritation with Buddy's behavior. Additionally, the abruptness of Bob's command suggests that he is either annoyed or has a pressing reason for wanting Buddy to leave. As shown by the situation in Figure 3, the scene depicts a tense interaction between the two characters, with the use of the nickname contributing to the dynamics of their relationship.

Pet Name

Pet name, also known as terms of endearment, is typically used in close, intimate relationships, such as romantic partnerships, friendships, or family relationships. These terms are meant to express affection, warmth, and familiarity between the interlocutor. These terms of endearment serve to convey warmth, intimacy, and emotional connection between individuals. Pet names are identified as address terms that signify affection and intimacy within personal relationships. These terms play a significant role in expressing emotional connections and fostering rapport in close, interpersonal interactions. In this movie, the address term type "pet name" is used thirty-seven times. As the movie portrays a harmonious family where such affectionate terms are openly expressed in public.

(3-4) Helen   : Right now, **honey**, the world just wants us to fit in. And to

fit in we must be like everyone else.

Dash   : But Dad always said our powers were nothing to be ashamed of, our powers made us special.

Figure 4. Conversation between Helen and Dash

(The Incredibles, 00:15:24 – 00:15:33)

As shown by the situation in Figure 4, Helen and Dash are having a conversation about their unique abilities, which are referred to as "powers." Helen is trying to explain the societal pressure to conform and the current need to blend in with the rest of the world. She emphasizes that fitting in requires them to be like everyone else, suggesting a compromise or suppression of their special abilities. Dash, on the other hand, recalls his father's perspective, who encouraged pride in their powers, viewing them as a source of uniqueness and strength rather than something to hide. This exchange highlights the tension between societal expectations and personal identity. In the given dialogue, Helen uses the pet name "honey" to address Dash. The use of this affectionate term indicates a close and caring relationship between the characters, likely that of a mother and her child. It softens the tone of the conversation, showing Helen's attempt to comfort and gently convey her message about fitting in and the societal pressure to conform.

Kinship Term

The use of KT as address terms involves the use of words or phrases that indicate a familial relationship or kinship when addressing someone. These terms are often used within families or close-knit social groups and serve to reinforce the bonds and connections between individuals. These terms reflect the importance of familial relationships in interpersonal communication and can indicate a level of trust and closeness between individuals. The significance of kinship term as a form of address that highlights familial relationships and can convey both respect and intimacy in communication. These terms are used within the context

of family or close relationships and reflect the importance of kinship ties in shaping the dynamics of interpersonal communication. In this movie, the address term type "kinship terms" appears twenty-seven times. As this movie revolves around a family, the use of kinship terms is the second most frequently used address term after "pet name," which ranks as the most commonly used.

(3-5)   HELEN   : Do NOT shout at the table! (to Bob) Honey--?

   BOB   : **Kids**, listen to your mother.

Figure 5. Conversation between Helen and Bob

(The Incredibles, 00:18:44 – 00:18:48)

In this scene, as shown by the situation in Figure 5, Helen reprimands the children for shouting at the table, emphasizing proper behavior during meals. She then turns to Bob, seeking his support or intervention. Bob addresses the children directly, instructing them to listen to their mother, thus reinforcing Helen's authority. The use of the kinship term "kids" by Bob serves multiple purposes. It is a casual and familiar way of addressing the children, indicating a parental relationship. By using "kids," Bob also underscores a sense of collective responsibility among the children to heed their mother's instructions. The term helps to establish Bob's role as a supportive partner to Helen and an authoritative figure to the children, promoting family unity and respect for parental authority.

Title plus Last Name

The use of the address terms title plus last name involves addressing an individual by combining their formal title with their last name. This form of address is typically used in formal or respectful contexts. It is commonly used in situations where formality and respect are expected, such as in professional settings or when interacting with people of authority. It is commonly used in settings where formality and respect are valued, such as in professional

or authoritative contexts. The choice of using title plus last name reflects the speaker's intention to show respect and adhere to social norms related to addressing individuals of higher status or authority. In this movie, the combination of address terms "title plus last name" appears twenty times.

(3-6)   Hogenson   : I don't understand. I have full coverage.

         Bob   : I'm sorry, **Mrs. Hogenson**, but our liability is spelled out in paragraph 17—

Figure 6. Conversation between Mrs. Hogenson and Bob

(The Incredibles, 00:11:37 – 00:11:45)

In this scene, Mr. Bob, likely a representative from an insurance company, addresses Mrs. Hogenson regarding a matter with her insurance coverage. Mrs. Hogenson expresses confusion, noting that she believed she had full coverage. Mr. Bob respectfully addresses her as "Mrs. Hogenson" and apologizes before explaining the limitations of their liability as specified in paragraph 17 of her policy. His use of her formal title and last name conveys professionalism and respect, as depicted in Figure 6, which is customary in professional settings, especially when discussing serious matters such as insurance policies and coverage details. This respectful form of address reinforces the formal tone and acknowledges Mrs. Hogenson's concerns in a considerate manner

CONCLUSION AND SUGGESTIONS

In addressing the research problem of this study, six distinct types of address terms were identified in Disney's movie The Incredibles. These include Title (T), First Name (FN), Nickname (N), Pet Name (PN), Kinship Term (KT), and Title plus Last Name (TLN). A comprehensive analysis revealed a total of 73 instances of address terms within the film. Among these, Kinship Terms (KT) emerged as the most frequently used, with 27 occurrences. This frequent use of KT places it as the primary form of address among the main characters,

followed by Pet Name (PN) with 21 instances, First Name (FN) with 16 instances, Nickname (N) with 4 instances, Title plus Last Name (TLN) with 3 instances, and finally, Title (T) with the lowest frequency at just 2 instances.

The predominance of Kinship Terms (KT) among the characters reflects the central theme of family within the narrative. As the protagonists are a close-knit family, the repeated use of KT highlights their intimacy and mutual closeness, emphasizing the familial bonds at the heart of the story. This choice of address terms serves as a linguistic tool that enhances the portrayal of family dynamics, fostering a sense of warmth and familiarity between the characters.

Beyond reflecting familial intimacy, these address terms convey broader social functions, including distinctions in social status, power relations, respect, and familiarity among characters. By employing kinship terms and pet names, the main characters exhibit not only their familial bonds but also their familiarity and closeness, which aligns with the overarching theme of intimacy explored in this study. This nuanced use of address terms in the Disney's movie The Incredibles illustrates the complexity of interpersonal relationships within the narrative and underscores the importance of language in shaping social and familial connections among the characters

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