

**A STUDY ON THE USE OF THE TERMS OF ADDRESS
'MBAK' AND 'MAS'
BY OLDER BATAK AND MINANG PEOPLE
TO YOUNG PEOPLE IN SURABAYA**

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ABSTRACT

There are many researches that observe and analyze the use of the terms of address. But, I have not found the research which is about the use of the terms of address 'mbak' and 'mas' yet. Therefore, I interest in doing the research about the terms of address 'mbak' and 'mas' which are used by Batak and Minang people to address young people in Surabaya.

The use of the terms of address 'mbak' and 'mas' by Batak and Minang people are influenced by two factors: Length of stay and influence of environments. I apply some theories of sociolinguistics to analyze the results of the questionnaires, such as Gile's accomodation theory, positive politeness and the theories from Troike, Trudgill, Hymes and etc. I use purposive sampling method to collect the data and qualitative descriptive method to analyze this phenomenon. This study is done to know whether length of stay and environments influence the use of the terms of address 'mbak' and 'mas' and how those two factors influence Batak and Minang people in using those terms of address in Surabaya.

According to the results of the questionnaires, I conclude that the length of stay and environments really influence the use of the terms of address 'mbak' and 'mas'. I also find that language choice, role-relationship and politeness are involved in the process of using the terms of address 'mbak' and 'mas' by Batak and Minang people to address young people. There are also differences and similarities between Batak and Minang people towards the use of those terms of address terms people in Surabaya.