

## Analysis On Study Address Terms and Gender Dyanamic Found In Mambalan: A Pragmatic Study

Titik Ceriyani Miswaty<sup>1</sup>, Linda Sugianti<sup>2</sup>, Oyi Arsinabila<sup>3</sup>

<sup>123</sup>Universitas Bumigora

---

### Article Info

#### Article history:

Accepted: 25 January 2025

Published: 29 January 2025

---

#### Keywords:

Analysis,

Address Terms,

Gender Dynamic,

Mambalan,

Pragmatic Study

---

### Abstract

*Address terms and politeness strategies play a crucial role in communication, reflecting social relationships, cultural norms, and gender dynamics. This study investigates the use of address terms in Mambalan, a village in West Nusa Tenggara, Indonesia, within the context of Sasaknese language, gender roles, and sociocultural influences. Address terms in Mambalan are shaped by age, class, and relational context, demonstrating an interplay between traditional values and modernization. The research draws on Brown and Levinson's politeness theory, focusing on strategies such as positive and negative politeness to explore how language maintains social "face" and harmony. The study reveals how gender influences conversational patterns, with men predominantly using apologies and expressions of obedience, while women frequently use questions to sustain interaction. These gendered language choices reflect societal expectations and power dynamics, underscoring the role of politeness in reinforcing social cohesion. The research contributes to a deeper understanding of language use in multilingual, stratified societies and offers insights into how address terms can illuminate gendered communication patterns, identity, and cultural change.*

*This is an open access article under the [Creative Commons Attribution-ShareAlike 4.0](https://creativecommons.org/licenses/by-sa/4.0/)*

[International License](https://creativecommons.org/licenses/by-sa/4.0/)



---

#### Corresponding Author:

**Titik Ceriyani Miswaty**

Universitas Bumigora

[titikceriyani@universitasbumigora.ac.id](mailto:titikceriyani@universitasbumigora.ac.id)

---

## 1. INTRODUCTION

### Background

Address terms and politeness are central in effective communication, reflecting the intricate dynamics of social relationships, cultural norms, and linguistic structures. Terms of address designate the listener in conversation, therefore revealing social bonds and distinctions like intimacy or hierarchy. In Indonesia, where vernacular languages coexist with the national language, Sasaknese being one of them, address terms reflect respect and social status, which is often related to age, class, and relational context. The sociolinguistic perspective maintains that address terms are chosen according to variables such as gender, power, and solidarity, which, in turn, underlines their role in the perpetuation of social harmony.

Gender roles themselves determine linguistic styles (Wohlmann, 2024) that men and women follow. While maintains that women's language reflects the differences in social status (Miswaty

et al., 2021), placed these differences along the lines of cultural differences (Forsyth, 2000), highlighting relational emphases for women and fact-oriented communication for men. In contexts like the speech community of Mambalan, Islamic cultural influences participate in shaping naming conventions, gendered language patterns, and reinforce societal roles and inequalities (Gender Influence on Social Interactions and Relationships, n.d.). Men are generally cast in dominant linguistic roles (Li et al., 2023), whereas women's roles and articulations take life from the socialization process that positions them subordinate. This disparity is thus representative of larger power relations (Mansfield et al., 2023) embedded in the everyday interactional dynamics of society.

This research contributes to novelty by investigating address terms and politeness in the light of gender and sociocultural changes, especially in multilingual and stratified societies such as Indonesia. In Mambalan, address terms are obtained from birth conditions, life achievements, and cultural values, showing an interplay between tradition and modernization (Jangsher et al., 2023). Addressing practices underline the intersection of linguistic structures with the evolution of cultural norms, demonstrating how social and grammatical gender shape identity and interaction.

Politeness in language functions as a marker of respect and social cohesion. Drawing on Brown and Levinson's (1987) politeness theory (Huang et al., 2016), strategies like positive politeness (highlighting friendliness) and negative politeness (showing deference) are critical in maintaining social "face." Address terms, whether formal titles or intimate nicknames, reflect relational nuances, with their choice influenced by social distance, power dynamics, and contextual imposition. This complexity is further elaborated in formal and informal settings where address terms balance cultural expectations (Yang & Cui, 2024) and relational dynamics.

The novelty of this study is the focus it gives to address terms and politeness as tools with which to gain an understanding of societal structures, cultural evolution, and gendered communication patterns. In the exploration of these elements within unique contexts, such as that of Mambalan and beyond, it shines light on how language choices (Monthonwit, 2023) reflect identity, power, and cultural change in societies (Blanton et al., 2000) that are diverse.

### **Research purposes**

Based on the background that has been determined, the objectives of this research are as follows: to investigate address term used in Mambalan.

### **Place and Time of Research**

This research was carried out at Desa Mambalan, West Nusa Tenggara. In Mambalan Village, there are five sub villages with a total of 650 households. This village structure reflects an administrative division that supports local management and social interaction. Each hamlet may have its own unique characteristics and social dynamics, which likely represent the cultural diversity and communication patterns of the community.

### **Research Design**

This study employed descriptive qualitative and quantitative methods in analysing the address terms used by native language of Sasak living in Lombok. The source of data is documented and then analyzed various types of address terms, examined the reasons for using them, and made conclusions based on the analysis. In collecting data data source was interviewed to comprehend the usage of address terms. And the study presented the types, functions, and social factors affecting the use of the terms among native Sasak speakers. (Creswell, John W, & Clark Vicki in Tamsi l, 2017).

### **Population and Sample**

The population of this study is all speakers of Sasaknese or villagers of Mambalan Village who use gendered address terms in everyday communication. It comprises individuals from

various age groups, genders, classes, and professions living in five hamlets within the village of Mambalan. While the sample of this study was selected using some criteria such as age, gender, and social role. Male and female residents cutting across the various age groups including youth, adults, and elders, People having different social roles, for example, community leaders, religious leaders, or homemakers. Members from each of the five village in Mambalan to make sure there is representative diversity.

**Data analysis**

The following charts illustrate the distribution of address terms and speech acts used by men when speaking to women in Mambalan, categorized by various functions such as apology, greeting, intimacy, and others. The data provides insight into the pragmatic choices and communication patterns in gendered interactions.

**a. Gender man speak to woman**

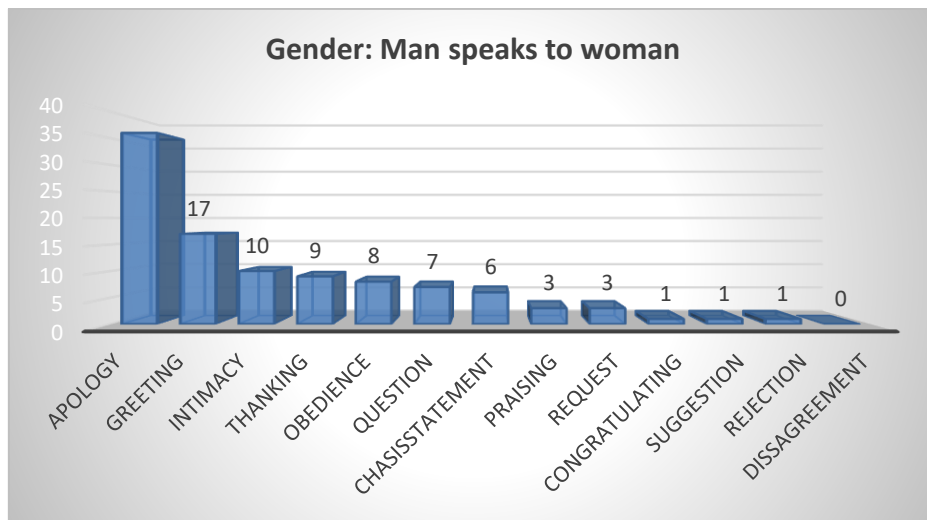


Figure 1 : Gender (Man Speak to woman)

**b. Gender woman speaks to man**

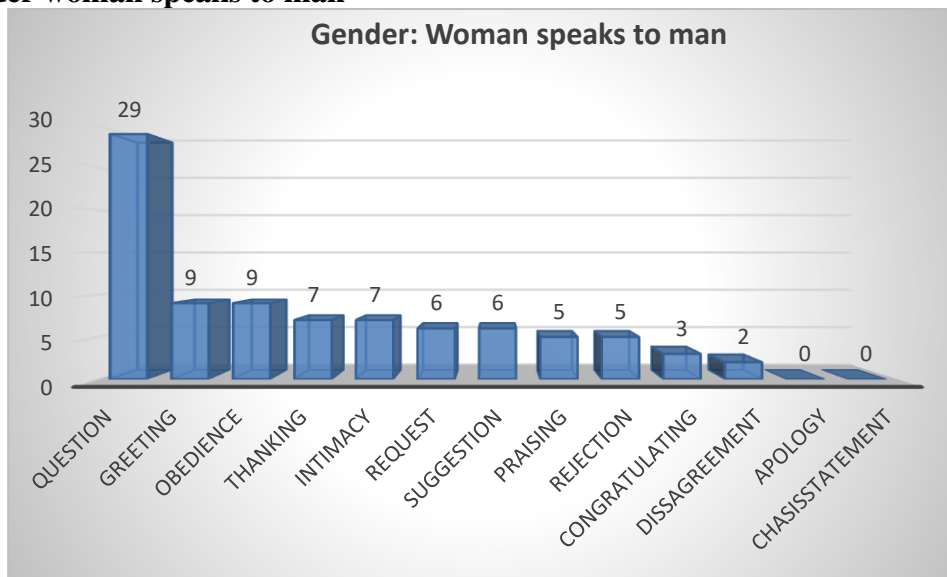


Figure 2 : Gender (woman speak to man)

**c. Communication between man and woman**

INTENSIFIER								SOFTENER							
conversations	Greeting	Thanking	Intimacy	Obedience	Congratulating	Praising	Apology	Question	Request	Suggestion	Chastisement	Rejection	Disagreement		
1					1			2		1					
2	1	1		1		1			1				2		
3	2	1				1		1		3					
4			1	1				3	1						
5	1							2							
6		1	1	2				3		1		1			
7	1					1		4		1		1			
8	1	2		2			3	2	2						
9	1		1		1			5				2			
10		1	1	2					1						
11	1	1	1	1				3		1					
12			1		2			2				1			
13	1		1			2		2	1						
Total	9	7	7	9	3	5		29	6	6		5	2		

**2. DISCUSSION**

Based on research analysis the data presents a detailed analysis of gender-based conversational patterns, highlighting intensifiers and softeners across various speech acts. The charts illustrate distinct trends in communication when men speak to women and vice versa. Key findings include the following observations: Dominant Speech Acts: In the "man speaks to woman" data, apology dominates (17 instances), indicating a potentially higher use of face-saving strategies in such interactions. Conversely, questions emerge as the leading act in the "woman speaks to man" data (29 instances), suggesting a tendency for women to use inquiry as a primary communication tool in these exchanges. Balanced Use of Gratitude and Intimacy: Both genders exhibit relatively balanced occurrences of thanking and intimacy, showing mutual acknowledgment of relational ties and emotional connections. Less Frequent Acts: Speech acts like congratulating, disagreement, and rejection appear less frequently, reflecting a preference for maintaining harmony in gender-based conversations. Interestingly, chastisement is entirely absent when women address men, which could indicate a cultural or pragmatic tendency to avoid conflict in such scenarios. Role of Intensifiers and Softeners: Intensifiers like repetition and emphasis seem to correlate with speech acts such as questions and apologies, particularly in interactions involving men addressing women. Softeners, evident in acts like obedience and praising, play a role in maintaining politeness

and mitigating potential face-threatening acts. Pragmatic Implications: The variations in speech acts reflect underlying social norms, gender dynamics, and cultural contexts. For instance, the greater use of obedience by men could signify respect or deference, while women's higher use of requests might highlight relational negotiation in communication. The data underscores how gender influences pragmatic choices in language use, reflecting societal expectations and interpersonal strategies to foster effective communication. Future studies could explore these patterns in diverse cultural settings or within varying relational contexts to gain a deeper understanding of gendered pragmatics.

### 3. CONCLUSION

The findings show a striking contrast in conversational patterns, according to gender, reflected in the use of speech acts. Men would be more likely to use apologies and expressions of obedience while speaking to women, showing a preference for keeping politeness and avoiding conflict. In return, women may often use questions when speaking to men as a way of seeking information or clarification that may help to sustain interaction. Less frequent acts like congratulating, rejection, and disagreement also follow a similar trend in promoting smooth talk between the two genders. The absence of reproach even in women's speech further indicates a cultural tendency to avoid confrontational speech. The findings all seem to point out that gender is an important factor in shaping pragmatic strategies, reflecting broader social norms and interpersonal dynamics. These insights contribute to the understanding of gendered language use and can serve as a foundation for further research in different cultural and relational contexts.

### 4. SUGGESTION

Suggestions for Future Researchers future researchers may want to use a larger and more diverse participant group—a wide age bracket, educational background, and socio-economic background—to show precisely how such variables affect speech acts, Future research might also investigate how such gendered address terms are received, whether they are construed as positive or negative and how such construals affect social life and Power Relations

### 5. BIBLIOGRAPHY

- Blanton, H., Crocker, J., & Miller, D. T. (2000). The effects of in-group versus out-group social comparison on self-esteem in the context of a negative stereotype. *Journal of Experimental Social Psychology*, 36(5), 519–530. <https://doi.org/10.1006/jesp.2000.1425>
- Forsyth, D. R. (2000). Social Comparison and Influence in Groups. In *Handbook of Social Comparison* (pp. 81–103). Springer US. [https://doi.org/10.1007/978-1-4615-4237-7\\_5](https://doi.org/10.1007/978-1-4615-4237-7_5) *Gender Influence on Social Interactions and Relationships*. (n.d.). <https://cds.cern.ch/record/2728998>
- Huang, Y., Guo, D., Kasakoff, A., & Grieve, J. (2016). Understanding U.S. regional linguistic variation with Twitter data analysis. *Computers, Environment and Urban Systems*, 59, 244–255. <https://doi.org/10.1016/j.compenvurbsys.2015.12.003>
- Jangsher, S., Al-Dweik, A., Iraqi, Y., Pandey, A., & Giacalone, J. P. (2023). Group Secret Key Generation Using Physical Layer Security for UAV Swarm Communications. *IEEE Transactions on Aerospace and Electronic Systems*, 59(6), 8550–8564. <https://doi.org/10.1109/TAES.2023.3307092>
- Li, H., Bisiada, M., & Xu, Y. (2023). Applying the Discourse Dynamics Approach to metaphors for women in the Spanish translation of the Chinese novel *Wei Cheng*. *Perspectives*, 32, 1–15. <https://doi.org/10.1080/0907676X.2022.2164735>

- Mansfield, J., Leslie-O'Neill, H., & Li, H. (2023). Dialect differences and linguistic divergence: A crosslinguistic survey of grammatical variation. *Language Dynamics and Change*, 23(3), 1–45. <https://doi.org/10.1163/22105832-bja10026>
- Miswaty, T. C., Syamsurrijal, S., Zaki, M., & Hadi, P. (2021). *Face and Address Term in Cross Cultural Classroom Communication Corresponding Email Article's History Face and Address Term in Cross Cultural Classroom Communication*. 8(2), 2021–2487. <https://doi.org/10.30605/25409190.328>
- Monthonwit, N. (2023). The Age Of Gamers And Their Representation Of Sexual Orientation And Gender Identity Through Avatars. *Article in Journal of Namibian Studies History Politics Culture*. <https://doi.org/10.59670/jns.v36i.4540>
- Wohlmann, A. (2024). *Age and Its Metaphors* (pp. 367–387). [https://doi.org/10.1007/978-3-031-50917-9\\_19](https://doi.org/10.1007/978-3-031-50917-9_19)
- Yang, C., & Cui, F. (2024). Multimodal Mediation in Translation and Communication of Chinese Museum Culture in the Era of Artificial Intelligence. *Corpus-Based Studies across Humanities*, 1(1), 51–77. <https://doi.org/10.1515/csh-2023-0020>