

Address Terms Used in Discount Account Found in Instagram

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Abstract

This study aims to describe the types of address terms used in discount accounts on Instagram. This research is classified as descriptive qualitative research because it observes the address terms used by discount accounts on Instagram. The study's data are the address terms found in discount accounts on Instagram. The writers use three account discounts on Instagram, such as @giladiskon, @diskondijogja, and @info_diskon. To collect the data, the writers use document analysis. The data analysis technique consists of three steps: data reduction, data display, and conclusion. The research found 37 address terms used by discount accounts on Instagram. Next, they are distributed into 4 types of address terms, namely kinship address term (5), Pet name/nickname/special nickname (23), pronoun (2), and slang address term (7). Pet names, nicknames, and special nicknames are discount accounts' most dominant address terms. The use of pet names, nicknames, and special nicknames includes pet names with product names, pet names with company names, pet names with brands, and pet names with account names. Pet name and address terms are used to show the close relationship between buyers and sellers, which is important in running an online business. Meanwhile, the least common address term used in discount accounts is the pronoun.

Keywords: address terms; social media; Instagram

Introduction

The advances of the Internet that support social media platforms have encouraged many people or traders to trade online. Besides, the impact of the Covid 19 pandemic also seems to be increasingly triggering online shopping through social media. Recently, a lot of people have started selling on social media, like Instagram to Tiktok. The ability of social media to reach wide territory as well as a very wide audience seems to be one of the reasons for selling online. Selling online is also able to create closeness between the seller and the buyer. One way to create a close relationship between the seller and the buyer can be done by using address terms. Addressing the customer is one way to attract the interest of the customers as well as to build intimacy with them (Azis & Ernawati, 2012)..

It is now very common in Indonesia to find a shop assistant, waiter, or the officer in the supermarket, café, office address their customer using *Kakak* or *Kak* instead of the age. They address them that way due to respecting them. Besides, addressing their customer with *Kakak* or *Kak* hopefully can build closeness between them like a family relation. *Kakak* or *Kak* is used to address elder sibling in Indonesian context. The use of *Kakak* or *Kak* to address their customers seem inappropriate, however, it is done in purposely. Psychologically, *Kakak* or *Kak* as address terms are used as a gimmick to bring pleasure to their customers as they are considered as staying young (Tranggaono, 2023). The use of *Kakak* or *Kak* as address terms seems common now in our society. Marnita in her research mentions that *Kakak* commonly used by Melayu and Minangkabau speakers has dominated the type of address term found in online transaction. The use of this address terms is regardless their age and gender (Marnita, 2022)

There are many definitions of address terms. Abdul Chaer (1998) explains, address terms are words that can be used to greet, reprimand and refer to a second person or anyone who does not want to be spoken to (Tere, n.d.). When we are in communication process like a talk, meeting, or correspondence, we probably use words or phrases to address or call other people which are defined as address term (Trudgill, 2000). Along with the concept, Fasold identifies address terms as the terms that speakers employ to identify the person to whom they are speaking (Fasold, 1987). Summarized from Taharani Alharabi both Braun and Keshavaraz mention that address term include words and phrases employed for addressing others in order to attract their attention in the process of conversation (Alharbi A, 2015). Oyatade in Esmae'li furthermore refers address terms to words or phrases applied in interactive, interactional, and personally situations to connect the person being spoken to (Esmae'li, 2011). From the previous definitions so we can conclude that address terms can words and phrases that function to address or to call in order to get attention from the one we are speaking with. Address terms occur in speech events, both spoken and written, involving the speaker, listener and the party being discussed. Address terms can appear in several forms such as name, position, kinship, title, etc.

The way people address the other is a way to see how the relationship between the speaker and the addressee. The way of addressing someone depends on the particular situation. People may address the same person differently. For example, a school teacher can address her colleagues (Mrs. Elizabeth Morgan) with her first name (Elizabeth) when they meet at the supermarket on shopping day. However, when they are at the meeting in the office the school teacher should address her Mrs. Morgan. People occasionally feel unsure of how to address someone they are speaking to correctly during the communication process Roza in (Rahmadani & Wahyuni, 2018). In English family, when a son marries to a woman, the woman is not used to addressing her father in law as father, however, addressing him by his first name sounds impolite. In addition, addressing him using Mr seems also inappropriate. Meanwhile when the couple have children, she probably can address him as grandfather. Addressing terms can reveal information about the speaker's social background as well as their relationship to the addressee (Özcan, 2016). The way we use address and communicate with others is a huge component in "establishing and maintaining social relationships" (Norrby & Wide, 2015: 2).

Holmes classifies address terms into First Name (FN), Title and Last Name (TLN), and Occupational Title (OT) (Holmes, 2013). Meanwhile, Wardhaugh categorize the address terms into 7 such as addressing using Name (First Name, Title Last Name, Last name), Pet Name (PN), Title, Kinship Term (KT), and Mockery Address Terms (Wardhaugh & Fuller, 2015). In addition Chaika in (Widiatmaja, 2014) mentions that address terms include First Name, TFN, Kinship Terms, Respectful Terms, and Special Nickname. Another classification of address terms belongs to Fasold defining address term into Name and Pronoun (Fasold, 1987). Meanwhile, Braun in (Mazzon, 2010) differs address terms into Pronoun of Address term, Verb of Address term and Noun of Address term.

Nouns of address term consists of names such as (1) first names as well as nicknames (nicknames), (2) kinship, (3) Mr/Mrs, (4) Titles obtained by achievement such as Doctor, Major as well as inherited titles such as Duke, Count, (5) Abstract address terms such as Your Excellency, Your Majesty (6) Address terms that express relationships such as Friend, (7) Occupations such as Waiter, Doctor, (8) address terms that define the person addressed as someone else's father, brother, wife, or daughter by expressing the addressee relationship

with the other person such as Abu Ali (Ali's father), bint Ahmed (daughter of Ahmed). They often serve as a means of avoiding the addressee personal name. (9) Terms of endearment.

Holmes mentions the factors that influence the speakers choice of address terms are family, age, sex, intimacy, and social status (Holmes, 2013). Further, Wardhaugh explains that speakers should consider several factors before applying the appropriate address terms such as particular occasion, social status, gender, age, family relationship, occupational hierarchy, transactional status, race, and degree of intimacy (Wardhaugh & Fuller, 2015)

The progress of the modern era has led to the development of various aspects, including technology and language. There are a lot of variations in Indonesian address terms such as *cuy, coy, guys, bestie, sobat, sob, fren, pren, netizen, doi, bray, and mas* that are often used by teenagers in social media (Ayuningtyas et al., 2022). Meanwhile, in English we can now find address term like *bae, boo, hon, bud, mate, pal, chum, cobber, bub* (Karifianto, 2021)

The writers focus the study on the use of address terms found in discount account in Instagram. A discount account is an account that specifically provides information regarding the availability of a discount provided by a product or service. As mentioned earlier, technological advances have increased the use of social media as a means of selling and buying. Instagram becomes the top social media that is now one of the most promising platforms in the business world. Various features as well as ease of access to information can be used to grow your business by advertising. According to a survey held by Facebook Inc in 2018, it is 62% of users are interested in a product after seeing it from an Instagram advertisement. Therefore, Instagram is now the most promising platform for business promotion, rather than Facebook or Twitter. Instagram has a range of features to maximize the business such as Instagram Ads, Instagram Shopping, Instagram Live, Instagram Stories, Instagram Guide (*Mengapa Instagram Bisnis Merupakan Platform Media Sosial yang Penting Untuk Marketing?*, 2021)

There are many discount accounts found in Instagram. They provide the Instagram users information about products or services with discount. The writers are interested on the address term they used when they address their prospective buyers. They use common address term referring general terms such as *mimin, mumun*. Both address terms can be found in many accounts not only discount account. They also address the Instagram user with *diskoner* meaning a person searching for discount. They also address the Instagram users with special name related to the product offering discount such as *AWesome People (AW Restaurant), Bekasi Peeps (Popeyes Chicken), Eigerian (Eiger)*. They also address the Instagram users by using their discount account name such as (*sobat giladiskon*). The research focuses on type of address terms are used by the discount accounts in Instagram. The research hopefully can be an additional reference for other research relating to the address terms especially in social media.

Method

This research belongs to a descriptive qualitative research. This research observes the address terms used by the discount accounts in Instagram. The writers use the address terms foun in discount accounts as the data. The data are taken from three discount accounts;

- 1) @giladiskonn (<https://www.instagram.com/giladiskonn/#>)
- 2) @diskondijogja (<https://www.instagram.com/diskondijogja/>)
- 3) @info_diskon (https://www.instagram.com/info_diskon/)

The writers choose the three accounts because those three accounts are quite popular among Instagram discount account. They have many followers. Besides, one of the writers is the follower of the three accounts. The data were taken from August up to September 2023. This research's data collection technique is document analysis. In this context, a document is defined as written texts that serve as evidence that an event or fact occurred (Fitria, 2021). The writers search for the address terms used by discount accounts in Instagram. Then the writers screenshot the post using address terms in the discount account. After that, the writers note all the address terms found and classify them based on their type. Based on Miles and Huberman in (Ajif, 2013) the technic of data analysis consists of three steps such as data reduction, data display, and conclusion.

Finding

The writers found 37 address terms used in discount accounts. They are then classified based on the types of the address terms.

Tabel 1. Types of Address term in Discount Accounts

No	Types of Address terms in Discount Accounts	Numbers
1	Kinship	5
2	Pet Name/Enderament/Special Nickname	23
3	Pronoun	2
4	Slang	7
	Total	37

After classifying address terms into their types, the writers found that there are 4 types of address terms used by Discount Account in Instagram such as :

Kinship Address Terms

Kinship address terms are kind of address terms commonly used among family members. It's a term used to refer to fathers, mothers, brothers, and sisters, among other family members. Kinship phrases are typically used to indicate closeness and respect for the person being addressed (Y. Saputra, n.d.)

There are 5 data using kinship address terms such as *Buibuu*, *Ibu ibu*, *Bunda*, *Oppa* and *Eonie* and Moms as displayed in the following table:

Tabel 2. Kinship Address Terms

No	Address Terms	Kinship
1.	<i>Buibuu</i> (mother)	Mother and children
2.	<i>Ibu-ibu</i> (mother)	Mother and children
3.	<i>Bunda</i> (mother)	Mother and children
4.	<i>Mom</i> (mother)	Mother and children
5.	<i>Oppa dan Eonni</i>	Siblings

All the address terms here use kinship such as ***Buibuu***, ***ibu-ibu***, ***Bunda***, ***Moms*** meaning mother in English. Most of the tenants here offer discount for daily need that relates to mother issues. Sihindun in her research mentions that Ibu as kinship address terms is mostly found in cooking account, diet account, and shopping account. It is due to creating intimacy

with the costumers (Arumi et al., 2023). Besides, there is a datum of address term using family terms from Korean family, **oppa and oenni**. *Oppa* mean older brother. It is used to address a male friend or a male sibling older than female sibling. *Oenni* means older sister. It is used to call a female friend or female sibling older than male sibling. The address term is used in a Korean restaurant which serves Korean food such as K-Chicken. They address their customer with Korean addressing term such as *Oppa and Oenni* to make their customers feel like in Korea.

Family address terms in the discount accounts do not indicate the blood relation between the buyers and the sellers. The address terms are used to create and show the closeness between the sellers and buyers. Kinship system and pet name are employed, according to Brown and Ford in (Aitchison & Wardaugh, 2006) to indicate the increased closeness between the members.

Pet Name/ Endearment/Special Nickname

Pet names are same with endearment address term, sweet talk, affectionate talk, soft word, and term of affection or sweet words (Grząsko, 2015). Broadly speaking, pet name is a word or phrase to address others due to the love or affection feeling belongs to the addressee and addresser (Giyatmi & Arumi, 2022). Pet Name is the most dominant address term used in discount account.

The writers found 23 pet name address terms. Further, the writers classify the address terms into four classifications such as pet name with product names (bombolini lovers, cheeseburst lovers), pet name with company names (*sobat JoCy, sobat Famima*), pet name with account names (*sobat gila diskonku, sobat diskon*), and pet name with brands (Eigerian, Grameds). This classification is slightly different from Sihindun's classification regarding address terms on Instagram. Arumi et. al classify endearment/pet name address terms (dear, *bebs, sayang*, etc), intimate address terms (*gaes, ges, mblo, geng*), address term for loyal customers (*sobatShopee, cheesemate, Moenlovers*) differently (Arumi et al., 2023). Meanwhile, this research classifies all the special nicknames for addressing the customers into the same type, namely pet name/ endearment/ special nickname. The companies/supermarkets/stores/café create special nickname to address their customers for creating closeness and respecting them.

Pet Name with Product Name

There are 4 data belonging to this classification, such as **Bombolini Lovers, Cheeseburst lovers, Ice cream lovers**. So, here the stores/ the restaurants/ the cafe uses the name of the product sold. The pet name address term here consists of two words, the pet name and the product offered in the accounts.

Tabel 3. Pet Name with Product Name

No	Address terms	Name of the company/store/restaurant.
1.	Bombolini Lovers	Meal served in Omija Restaurant.
2.	Donut Lover	Meal from Dunkin Donut
3.	Cheeseburts	Pizza from Domino
4.	Ice Cream Lover	Ice cream from Alfamidi

Bombolini is an originally Italian donut without a hole in the middle of it. Bombolini is one of the meals served in Omija café, a Korean café. Here the account includes the name of product sold in the café to address the buyers. Doughnut, which can also be spelled donut, is a little ring made of sweet, leavened dough that is either baked or fried. Donut is the main meal served in Dunkin Donut, the pioneer of donut café in Indonesia. **Cheeseburts** is a product from Domino Pizza. Domino's is an international pizza restaurant brand based in the United States. One of the products is Cheeseburts. Cheese Burst Pizza is a type of pizza bread that has a medium thickness, soft texture, and is filled with creamy liquid cheese sauce inside.

The used of the pet name (Lovers) is to create a close relation between the sellers and buyers. Meanwhile the used of the product name is to introduce the name of the product themselves so that the sellers or customer can recognize easily what the store/ the restaurants/ the café/ the company has offered.

Pet Name with Company Name

The writers find 8 address terms using pet name with company such as *Yo People*, *Sobat Roka*, *Sobat Jo Cy*, *Sobat Sle Cy*, *Sobat Famima*, *Sobat Diagnos* and *Sobat Soe*, *Sobat Roka*, and *Subway Lovers*. Here the companies/restaurant/café/ stores create a pet name or special nickname from their name for their customers. Some of them create the pet name/nickname by clipping and blending such as *JoCy* (**Jogya City**), *Famima* (**Family Mart**).

Tabel 4. Pet Name with Company Name

No	Address terms	Name of the company
1.	<i>Yo People</i>	Yogya Group, Indonesian retail
2.	<i>Sobat Roka</i>	Ramen Restaurant in Yogyakarta
3.	<i>Sobat Jo Cy</i>	Jogya City Mall (a shopping centre)
4	<i>Sobat SleCy</i>	Sleman City Mall (a shoppimh centre)
5.	<i>Sobat Famima</i>	FamilyMart, convenience store
6.	<i>Sobat Diagnos</i>	A clinical laboratorium
7.	<i>Sobat Soe</i>	Coffee Shop
8.	<i>Subway Lovers</i>	Fast Food restaurant

Yogya Group is an original Indonesian modern retail company with supermarket and Department Store format. To address their customer they use **Yo People (Yogya People)** means the people go shopping in Yogya Group store. However, Yo can be derived from the word *Ayo* (Let) that mean invite to go shopping in Yogya retail. Roka a.k.a. Roka Ramen is a Ramen shop located in Jogjakarta. To address the customers they use **Sobat Roka**. *Sobat* means friend, so they consider the customers of Roka Ramen as friend. Sleman City Mall uses **Sobat Slecy** to address the costumer when informing free *Lotek* (a Javanese (Indonesian) vegetable-based salad with peanut sauce) in Festival *Lotek* held by Sleman City Hall, a shoppig centre in Sleman, Jogjakarta. **Slecy** is derived by blending the first part of the first and second source word (**Sleman** and **City**). FamilyMart uses **Sobat Famima** to address their customers. **Famima** stands for FamilyMart. FamilyMart is a convenience store franchise originating from Japan. Name of the company used in addressing also appears in **Sobat Diagnos**. *Diagnos* is a clinical laboratory taking care on medical checkup. They call their customer by calling **Sobat Diagnos**. **Sobat Soe** is used by Kopi Soe (coffe shop) to address their customers. *Soe* (read as

“Su”) comes from ancient Javanese language means good. Subway is an American multi-national fast food restaurant franchise that primarily sells sandwiches (subs), wraps, salads, and drinks. *Subway Lovers* is used as address term for their customers.

The use of *Sobat* (friend), lovers, and people with the name of the company/store/restaurant/cafe is to indicate closeness among them and the customers. When the companies use *sobat* to address their customer, the companies consider that the customers are their friends.

Pet Name with Brands

The writers find 9 address terms belong to this classification such as *Wingstoppers*, *Bekasi Peeps*, *McD’er*, *Eigerian*, *Renotopers*, *Chatimer*, *AWesome People*. Those address terms are derived from the brands.

Tabel 5. Pet Name with Brands

No	Address Terms	Brands
1.	<i>Eigerian</i>	Eiger
2.	<i>Bekasi Peeps</i>	Popeye
3.	<i>Chatimers</i>	Chatime
4.	<i>Cheesmate</i>	Richeese
5.	<i>McD’ers</i>	Mc Donalds
6.	<i>Renotoper</i>	Renotope
7.	<i>AWsome People</i>	A&W
8.	<i>Gramed</i>	Gamedia
9.	<i>Wingstoper</i>	Wingstop

Eiger is a Indonesian brand producing cloth and outdoor equipment. They address their customers with ***Eigerian*** (Eiger+ -ian). *Eigerian* means Eiger products users. Similar with Eiger, Chatime address their customer by using ***Chatimers*** (Chatime + -ers). Suffix –er refers to the person. Chatime is a franchise chain from Taiwan that provides brewed tea drinks with more than 50 flavor variants. ***Chatimers*** means people drink beverage from Chatime. Renotop is a building materials supermarket based in Jakarta and Tangerang. In addressing their customer they use ***Renotoper*** (Renotop + -er) which mean people who buy products from Renotop. Wingstop is number 1 chicken wing restaurant. It is quite popular in Indonesia since its first opening on 2014. ***Wingstoper*** comes from Wingstop + -er to indicate the person likes to eat chicken wing sold in Wingstop.

Bekasi Peeps probably comes from Bekasi Popeye which is clipped into *Peeps*. ***Gramed*** is taken from Gamedia, a a well-known book store in Indonesia. ***McD’ers*** is an address terms used by Mc Donalds, the largest American fast food restaurant in the world with a superior product in the form of a burger called the BigMac, McDonald's currently has thousands of restaurants spread across more than 100 countries, one of which is Indonesia. *McD’ers* refer to the customers of Mc Donald.

Richeese Factory has a special address term for their customers namely ***Cheesemate***. Richeese Factory is a fast food restaurant franchise with fried chicken served with cheese sauce. *Cheesemate* consists of cheese and mate (friend), so ***Cheesemate*** means someone who likes cheese a lot, especially cheese from Richeese Factory. A&W Restaurants is an American

chain of fast food restaurants spread throughout the world serving A&W Root Beer, fried chicken, burgers and nuggets. In Indonesia, A&W has more than 200 outlets spread across large and small cities. *AWesome People* is used to address the people buying food from A&W restaurant. *AWesome people* means amazing people so it considers as praising. Creating special address terms like the examples above aims at creating closeness and giving praises for the customers so that they get impressed.

Pet name with Account Name

Dealing with this classification, the writers finds 2 data such as ***Sobat Giladiskon and Sobat Diskon***.

No	Address Terms	Account Name
1.	<i>Sobat Giladiskon</i>	Giladiskon
2.	<i>Sobat Diskonku</i>	Diskondijogja

Both accounts address their customers by using *Sobat* means friend. It hopefully can create closeness between the account and the customer.

Pronoun

The writers found 2 address terms using pronoun such as *Kamu* (You as single person) and *kalian* (You as plural person). In Indonesian language, *Kamu* as address terms is used when (1) the addressee is younger than the addresser, (2) the addressee and addresser have closeness; (3) the addressee has low social status (Marganingsih et al., 2022). On the example above the account uses *kamu* (you) to address their customer to create an intimacy between the account and their customer. Even though, *Kamu* is not recommended to address people who have not known each other since this address term is chosen to show respect to the person we are talking to. Meanwhile, *Kalian* as address term belongs to one of address terms that can be used to indicate close relationship between addressee and addressor (Marganingsih et al., 2022)

Slang address terms

A slang is a phenomenon of using language variation that arise due to language development and a social dynamic in society in the realm of language. Agha in (L. Saputra & Marlina, 2019) offers an alternative definition of slang, stating that it is an ideological paradigm for language reasoning that distinguishes a class of unusual forms of language. In Indonesian language, slang refers to *bahasa gaul* which is usually used by young people to communicate with their community. It is a language used by a specific group of people to interact and express their ideas in informal circumstances (Yusuf et al., 2023). As we know that the advance of internet has encouraged the development of communication with the existence of social media in which most of the young people use slang language. The widespread use of hash tags, issues, or even terms such as Internet slang can represent trends in online social media (Zhang et al., 2016). The advancement of science and technology in the present day is one of the reasons contributing to the spread of slang (Yusuf et al., 2023). Allan and Burridge in (Yusuf et al., 2023) mentions that there are seven functions of slangs including addressing, humiliating, starting a relaxed conversation, creating an intimate atmosphere, expressing an

impression, abusing people, and expressing intimacy. Indonesian slang words such as "*sist, gan, bro, bor, lur, slur, dude, and kak*" are applied to address someone, particularly students' classmates due to their close relationship (Lutviana & Mafulah, 2021). Previously Wijana finds that the use of slangs among adolescents is to imply a close relationship (Wijana, 2012). The writers find 7 address term using slang such as *Beb, Bestie, Coi, Gaes, Ges, Guais, Genkz, Kuy, Mimin, Nder*.

No	Address Terms	Formal forms
1.	<i>Beb</i>	Baby, Babe
2.	<i>Bestie</i>	Best friend
3.	<i>Gaes, Ges, Guais</i>	<i>Guys</i>
4.	<i>Kuy</i>	<i>Yuk</i>
5.	<i>Mimin</i>	Admin
6.	<i>Nder</i>	Sender
7	<i>Coi</i>	<i>Cuy</i>

The address terms are classified as slangs because they are used informally in communication. Those slangs are the results of social dynamics. People can freely converse with others who speak different languages and accents on the internet. When interacting with one another online, particularly on social media, users frequently employ a variety of slang terms and communication techniques (L. Saputra & Marlina, 2019). Allan and Burrdge in (Yusuf et al., 2023) also classify slang into five types; Fresh and creative, Flippant, Imitative, Acronym, and Clipping.

Beb is from Baby or Babe. It is usually used to address someone with very high degree intimacy such as couples, lovers. Here the used of *Beb* is to show intimacy between the customer and the owner. **Coi** has many variatins such as *cuy, coy*. They are usually used to address among close friend of the same age. **Genkz** derived from Geng means a group of young people with similar social backgrounds, school, and regions. By using this address term, the companies want to show their closeness to the customers because of sharing something in common. **Bestie** means best friend or a very close friend. *Bestie* is to show the intimacy. *Bestie* is usually used in social media to address the social media users even though they have not known each other. The use of *bestie* is to show the high degree of intimacy. **Gaes, Ges, Guais** is from the English words *guys* (people). However, there is difference in the writing form. *Guys* is read as [gais] in English, however sometimes informally it is written into *gaes, ges, and guais*. It shows informality and creativity. They are all used as address term to call the customers in the informal way. **Kuy** is very popular in Indonesian young people. *Kuy* is actually derived from the word *YUK* (Let as invitation). However, **Kuy** is also used to address someone. **Mimin** is the clipped form of Admin (person in charge of certain account). **Nder** is popular in Twitter, however, it can be found in Instagram as well. **Nder** is from the word "Sender" someone posting or tweeting in Twitter.

Slang is usually used in informal situation between close friends. The use of slang address terms in discount account found in Instagram is to show an intimacy between the owners and the customers by creating informal situation.

Conclusion

There are many features on Instagram that are considered very helpful in buying and selling online, so many sellers use Instagram to sell their products online. One simple way to attract attention and give a warm impression to buyers is using addressing term. Related to this, the writers found three types of address terms used in discount accounts on Instagram including Kinship (5), Pet Name/Nickname/Special Nick (23), Pronoun (2), and Slang (9). The most dominant type of address terms used in account discounts are pet names/nicknames/special nicknames. The use of nicknames in address terms appear in several variations, namely: pet names with product names, pet names with company names, pet names with brands, pet names with account names. The use of pet names to show closeness between customers (buyers) and owners (sellers). Meanwhile, kinship address terms (buibuu, mothers, mother, mother) also appear on discount accounts, especially those offering discounts on daily necessities for housewives. However, kinship address terms such as *oppa* and *eonni* are also used among young people. Slang is also used to address customers. The use of slang as a address term is a response to current social dynamic in society. The use of address terms must be adapted to current trends such as *Bestie*, *Genkz*, *Cuy*, *Kuy* so that it gives the modern vibes. Meanwhile, pronouns are the least used when greeting customers.

To sum up, the use of address terms in discount account is to build closeness between the owners of the companies and their customer. With the close relationship hopefully the customers get interested and want to buy their products.

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