

THE USE OF HONORIFIC FORMS IN WHATSAPP MEDIA (CASE STUDY IN THE DEPARTMENT OF PBSI, FBSB, UNY)

by Prof. Dr. Drs. Zamzani, M.Pd., Ahmad Wahyudin, S.S., M.Hum., Yayuk Eny Rahayu, M.Hum., Nabilla Nur Handayani, Desti Ramadayanti

ABSTRACT

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This research aims to explain and describe honorifik forms in communication events via Whats App (WA) media in the PBSI Department, Faculty of Languages, Arts and Culture, Yogyakarta State University. The formulation of this research problem is (1) honorifik forms in the communication process of students, lecturers, administrative staff and employees via WA media, (2) the factors behind the use of honorifik forms in communication via WA, and (3) the relationship between lingual forms and the factors behind the use of honorifik forms in communication via WA.

This research is a qualitative descriptive research using a sociopragmatic approach. The objects of this research are students, lecturers, administrative staff and employees within the Department of Indonesian Language and Literature Education. The steps for obtaining data are by recording and listening to all WA communication events between students and lecturers, lecturers with lecturers, lecturers with employees, and lecturers with administrative staff in the PBSI environment during the period 2022-2023. The data analysis technique was carried out qualitatively using matching and distributional methods.

The results of this research can be stated as follows. (1) Honorifik lingual forms, which appear in the conversation process via WA media include (a) words that are nouns, (b) words that are verbs, (c) phrases that are nouns, and (d) phrases that are verbs. (2) The background to the use of honorifik forms in communication via WA media includes (a) the social status of the speaker, (b) the social distance between communication participants, (c) the cultural background of the communication participants. (3) The relationship between lingual forms and the factors behind the use of honorifik forms in communication via WA media (a) all forms of use of honorifiks tend to be used more by speakers with lower social status to speech partners with higher social status, (b) words in the nouns category are used against the background of social status and social distance between communication participants, (c) words and phrases in the noun category are used against the background of social distance between communication participants and the cultural background of communication participants (d) phrases in the nouns category are used against the background of social status and social distance between communication participants, (e) the use of Javanese honorifiks is motivated by Javanese culture.

Kata Kunci: *honorifiks, speech acts, speech communication, sociopragmatics.*