ABSTRACT

In different social situations, people are obligated to adjust our use of words to fit the occasion so it would be socially acceptable if the phrases match the occasion. On this account, there are factors that people must consider when choosing an appropriate utterance for the situation in order to effectively convey the message to the other participant. This study is conducted to find out how social factors and social dimensions affect the way people speak and how significant the influence of each factor is. To reach these goals, field research is conducted. The field research is carried out by distributing questionnaires to thirty respondents from Binusian 2011. The questionnaires are delivered by email to the respondents. The questionnaire consists of twenty questions. The analysis result shows that the changes that happened on social factors are indeed affecting how people talk to one another. The study gives people a better understanding on how and why social factors, such as a speaker's age, gender, ethnicity, social status, geographical location or educational background, affect their language choices.

Keywords: social factors, social dimensions, domain.