Abstract

In Indonesia, first-person reference addressing terms of *aku* and *saya* (“I”) has since long embodied an unwritten social convention where students should address their lecturers using *saya* prescriptively. However in recent years, self-reference choice seems to have undergone a shift of paradigm where many students use *aku* instead of *saya* while communicating with their lecturers (Djenar, 2007). This research, therefore, attempts to investigate English Department of Satya Wacana Christian University students’ attitude in using first-person reference addressing terms of *aku* and *saya* to the lecturers. The data obtained in this study was collected using questionnaire in form of close-ended, open-ended, and multiple response set with 90 participants from 2012 batch of English Department students. To explore further, the researcher also obtained the data through short semi-structured interview. The analysis of the data showed that the majority of the students still use *saya* exclusively. However, there were also significant numbers of students who use both *aku* and *saya* with their lecturers. In regard to those who use both *aku* and *saya*, the factors which influence their chosen self-reference were as follows: relationship, habit, setting, and age difference.

**Key words:** *aku* and *saya*, terms of address, self-reference, shift of language choice, politeness, formality, habit, setting, relationship with lecturers, age difference.