

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It consists of background of research, statement of problems, research objectives, research significance, the limitation of research, and definition of key terms. In the end of this chapter would end by the description of the general writing of organization of this research.

1.1 Background of Research

Communication is an important thing in the survival of humans' life. Humans practically communicate with others by using language. Accordingly, people need language as a tool to communicate to each other and to interact with others. By using language people can express their ideas and thought to the other people and also to deliver wishes. Sometimes, people are not aware during communication that they actually use some aspects of communication. Communication itself in general can be interpreted as an event of mutual conveying messages that goes from one party to another party. Ambarjaya (2012:116) says that communication is a process that involves two or more people and in it exchange of information in order to achieve a certain goal.

In communication and interaction, everyone tries to understand the intended meaning of the word said by partner of speech and relates it with context situation. And it can be studied in pragmatic as a linguistic study. Then, with that understanding might lessen the risk of misunderstanding which happens among

the participants of speech. However, knowing the intended meaning and context situation are not the only way to lessen the risk of misunderstanding in interaction. Another way to avoid misunderstanding happens in interaction especially within culture is by showing politeness or good manner towards others. That kind of politeness showed in particular culture can reduce the interruption given in the social interaction.

Therefore, people as the language users have to use language appropriately, and the politeness relates to the notion of appropriateness. Politeness itself is one of the requirements to make a smooth social interaction. According to Wardaugh (2006), “politeness is the most crucial aspect in language use as we must consider other people’s feelings.” Robin Lakoff, as quoted by Fukushima (2003), also argues that politeness is prioritized to avoid offence than to achieve clarity. Hence, politeness is indispensable in the language use that everyone should be polite to make interaction goes well. It relates to consideration and awareness of the interlocutor’s face. As Brown and Levinson (1987) say that politeness is used in order to enter into social relationships, to acknowledge and show an awareness of the face, the public self-image, the sense of self, of the people that we address. On the other hand, to create a good communication, the politeness strategies are employed by the speaker to hearer. According to Brown and Levinson (1987), “politeness strategies are developed in order to save the hearers face.” Face refers to the respect that an individual has for maintaining that “self-esteem” in public or in private situations. There are two kinds of face, positive face and negative face. Positive face is a person’s wish to

be well thought of. Its manifestation may include the desire admired by others. While negative face is our wish not to be imposed on by others and to be allowed to go about our business unimpeded.

Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. But however, speakers sometimes need to do acts that threaten their hearer's face (positive or negative face) for many reasons. These acts are called as face threatening acts (Brown and Levinson, 1987:65). Face Threatening Acts (FTA) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. FTA threatens the negative face of a person if it is related to orders, requests, and advice or threats because they disrupt the action of the hearer. While the examples of FTA that threaten positive face are the disrespect, disapproval, feeling of dislike and hatred or mockery. Therefore, politeness strategies are developed for the main purpose of dealing with these FTA. There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behavior. The strategies are bald on record, positive politeness, negative politeness, and off record-indirect strategies. It is chosen to analyze considering that when the speaker doing the FTA, it would reflect to the speaker's feeling and influencing the speaker's responds.

Face Threatening Act intensity is expressed by weight (W), which includes three social parameters. First, the degree of disturbance or rate of imposition (R), in terms of absolute weight of a particular action in a particular culture, for example, the request "May I borrow your car?" has different weights from the request "May I borrow your pen?" The second and third social parameters include

the social distance (D) between the speaker and the hearer, and authority or power (P) owned by interlocutors (Renkema, 1993:14 in Senowarsito, 2013: 85). These kinds of intensities are related to some factors influencing choice of politeness strategies that called sociological variables include social distance, power, and rank of imposition. And the other factor is the intrinsic payoffs. There is also the strategy which is the combination both previous strategies.

The theory of politeness strategies above means that when somebody has a conversation, he also has to pay attention to the hearer's feeling. Conversation is determined to develop a social relationship or even to make a decision. Conversation is more than merely the exchange of information because through conversation it can be decided whether the message is received by the hearer or not. Politeness strategies influence conversation because the content in the talk goal of politeness is to make all the parties relaxes and comfortable with another. Accordingly, in every conversation certainly contain the strategies that can be analyzed using Brown and Levinson's politeness strategies theory.

One form of conversation that can be analyzed using politeness strategies is interview. Interview is a conversation between two or more people to ask something or information about the interviewee. The interview is an important method of creating the show. It is also the way in which a great portion of the content of the genre is presented and consequently the focus is on people and conversation. The interview can take place in one place and there must be a contact between two participants, those are speaker and interlocutor. Both are

important factors in speech situation. One of the interesting interviews to be analyzed is interview between Desi Anwar and Queen of Denmark, Margrethe II.

This interview is eligible to be a material for this research because the interview shows how the two people, which one is a senior journalist and the other one is a Queen of Denmark, find their ways to be polite in this interview. As a senior journalist, Desi Anwar has to look for information about the cooperation between Indonesia and Denmark. She would ask the question politely because the lack of power makes her to do so. On the other hand, Margrethe II as the Queen of Denmark would speak to Desi Anwar without considering any language rules. He has freedom when giving her statements. In this interview, their ways to find appropriate utterances are interesting to be analyzed within this analytical research. Based on these, the researcher is interested in conducting this research in order to know how Desi Anwar and Margrethe II use linguistic politeness to save each other's face as public figures. The researcher is also interested in finding out how imposition, social distance, and power play role in employing their linguistic politeness. Interestingly, there are probabilities that Desi Anwar and Margrethe II perform linguistic politeness are different from each other in a way that cannot be easily described without a linguistic approach.

There are many previous researchers who conducted the study about politeness strategies. It shows that study of politeness strategies is interesting to be studied. Therefore, the researcher would like to review the researches which are just three of the many studies, among others by Luh Putu Ayu Adhika Putri (2013), Wuri Pangestuti (2015), and Widdy Kania Dewi (2016). The First is the

research belongs to Luh Putu Ayu Adhika Putri from Udayana University 2013 entitled “*Analysis of Politeness Strategies Used in Oprah Winfrey’s Talk Show with Ricky Martin as Guest Star.*” The aims of this research are to analyze the types of Politeness Strategies used in Oprah Winfrey’s talk show script with Ricky Martin as the guest star and to analyze the factor that might influence the choice of the strategies used by Oprah Winfrey. In Oprah Winfrey’s talk show with Ricky Martin the politeness strategy mainly applied is the use of positive politeness strategy, it also has the correlation with the factors that influence the choice of strategies. Positive politeness believes to build some familiar situation between speaker and hearer and sometimes they used joking to break the formal conversation in term of a small distance between speaker and hearer.

The second is the research of Wuri Pangestuti from Diponegoro University 2015 entitled “*Politeness Strategies Used by Deddy Corbuzier in Interviewing Entertainer and Non-entertainer in Hitam Putih Talk Show.*” The aims of this research are to explain the types of politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer, the contrast of the politeness strategies used by Deddy Corbuzier in interviewing entertainer and non-entertainer, and the reasons for choosing the strategies.

The third is the research of Widdy Kania Dewi from Islamic State University Sunan Gunung Djati Bandung 2016 entitled “*The Politeness Strategies Applied by The Characters in Maleficent Movie.*” This research also talked about politeness strategy used by the characters in the Maleficent movie. She analyzes the types of politeness strategy used by characters in every conversation of the

movie and the factors that influence the characters to apply the politeness strategies. The object of this study is the Maleficent movie. The result, from all utterances by the characters in Maleficent movie from the first until the end, most appeared to use positive politeness strategies. Furthermore, most utterances denoted to social distance and payoff between the speaker and the hearers as the main factor that influence his choices of politeness strategies.

From those previous studies, the researcher gets inspiration to analyze the conversation in an interview using politeness theory by Brown and Levinson. The difference of this research with those previous studies above is the object used, where this research take the interview of Desi Anwar and Queen of Denmark Margrethe II as the object. Because this interview appears politeness strategies from Desi Anwar's and Queen of Denmark's utterances during communication process. It happens in interview that is influenced by some factors in interaction between Desi Anwar and Margrethe II. In this research, the researcher wants to know what are the politeness strategies that used by Desi Anwar and Margrethe II in an interview.

On the other hand, the use of politeness strategies appears the factors that influence choosing the strategies such as sociological variables including social distance, power, rank of imposition and intrinsic payoff. However, in this research is also focused to find out the types of politeness strategies and its factor to choose those strategies. Therefore, the title of this research is *Politeness Strategies in An Interview between Desi Anwar and Queen of Denmark Margrethe II on CNN Indonesia 'Insight with Desi Anwar' Program*.

1.2 Statement of Problems

Based on the background of the research, there are kinds of politeness strategies employed by speakers and the use of strategies itself are influenced by some factors. A Queen is assumed to have high ability in employing the polite utterances and a senior journalist is also undoubtedly in employing their utterances in a polite manner. However the social strata between Queen and journalist have different. Accordingly, how is the communication between two people who have different social strata. The researcher formulated the problems:

1. What politeness strategies are used by Desi Anwar as the interviewer and Queen of Denmark Margrethe II as the interviewee?
2. What are the factors that might influence the choice of strategies in an interview between Desi Anwar and Queen of Denmark Margrethe?

1.3 Research Objectives

In accordance with the statement of the problems, the research objectives are:

1. To find out the types of politeness strategies are used by Desi Anwar as the interviewer and Queen of Denmark Margrethe II as the interviewee.
2. To analyze the factors that influences Desi Anwar and Margrethe II in choosing those strategies in an interview between Desi Anwar and Queen of Denmark Margrethe.

1.4 Research Significance

It is expected that the result of the study can give beneficial contributions as follows:

1. To give a theoretical contribution for the students of linguistic subject especially that concern with pragmatics and generally for the reader or the linguist society to enhance insight the theory about politeness strategies.
2. To give a practical contribution for other as an additional and reliable reference to learn about politeness. This research even is expected can give a practical contribution for the next researchers who want to analyze similar problem about politeness strategies.

1.5 The Limitation of Research

This research is linguistic study that only focuses on politeness strategy. According to Brown and Levinson (1987) there are four kinds of politeness strategies. They are Bald on record, Positive politeness, Negative politeness, and Off record politeness strategies used by Desi Anwar and Queen of Denmark in an interview on CNN Indonesian, 'Insight with Desi Anwar' Program.

1.6 Definition of Key Terms

To avoid misperception about the use of terms, it is important for the researcher to give the suitable meaning of the key terms. Some terms related to this research are defined as follow:

Pragmatics : Pragmatics studies how words can be interpreted in different ways based on the situation. Instead the speaker hints at or suggests a meaning, and the listener assumes the correct intention. And so do in a conversation, there are words that can be studied through pragmatics study.

Politeness : Politeness is an act that characterized as having or showing good manner by someone to others to establish a good relationship. Basically, People use politeness as a way of known deception, in order to help preserve each other's face needs (avoid face threatening acts).

Face : The study of face is related to our everyday concept of respect and politeness. Face can be defined as the public self-image of a person. There are the particular strategies to save someone's face in interaction.

FTA : Face Threatening Act or often abbreviated by FTA is a representation of a threat of what the speakers are saying to another individual's expectations regarding self-image. These actions may be interpreted as a threat to another's face.

Politeness strategies : speech acts that express concern for others in particular social contexts. Strategies that are used to minimize threats to self-image or face and to avoid face threatening acts that a speaker makes in a conversation. And it is necessary to refer the four highest-level strategies, such as bald on record, off record, positive politeness, and negative politeness as 'super strategies' in Brown and Levinson theory.

- Bald on Record** : Bald on record is the strategy which are most clear, direct, unambiguous, and concise way of utterance that used by speaker in conversation. It can be described when the speaker wants to do the face threatening acts with maximum efficiency more than to satisfy hearer's face.
- Off record** : This strategy stresses on the act which is not clear and indirect languages. It means that someone says something differently from what he or she means and the hearer should make some conclusion to find the meaning.
- Positive Politeness** : A strategy which are intended to avoid giving offense by highlighting friendliness. Positive politeness strategies seek to minimize the threat to the hearer's positive face. These strategies are most usually used in situations where the audience knows each other fairly well.
- Negative Politeness** : This strategy oriented towards the hearer's negative face and emphasized avoidance of imposition on the hearer. There is a higher potential for embarrassment than in bald on record and positive politeness strategies. The speaker is more proper to include an out for the listener through distancing styles like apologies or indirect speech.
- Interview** : The arrival of Queen of Denmark two years ago on May 2016 in Indonesia invited a lot of people attention. Her arrival aims to establish cooperative relationship with

Indonesia. Desi Anwar tried to interview this Queen of Denmark Margrethe II exclusively in her program 'Insight with Desi Anwar' on CNN Indonesian YouTube Channel.

1.7 Writing Organization

Chapter I consists of introduction of the research which is divided into several subchapters namely background of the research, statement of problem, research objective, research significance, delimitation of the research, definition of key terms and writing organization. By seeing this chapter, the reader may understand the content that is going to be discussed in this research.

Chapter II consists of reviewed of literature. In the review of literature the writer discusses the theoretical framework. The theories used in this research comprise with theories of Pragmatic and Politeness Strategies.

Chapter III consists of research method such as research design, sample of data, source of data, method of collecting data and method of analyzing data. By seeing this chapter, the readers know the data used and the method used to analyze the data.

Chapter IV consists of data analysis. In this chapter, the researcher revealed the result of the research and the detail analysis of the data by using the theories and methods that are mentioned in previous chapters.

Chapter V consists of conclusion and suggestion. In this chapter, the researcher concluded the research by describing the result of her analysis briefly. After reading this chapter, the readers know whether the researcher gets the purposes of the research she wants or not.