

CHAPTER I

INTRODUCTION

This chapter exposes the background, the research questions, the research objectives, the research significance, the previous studies, and the definition of key terms.

1.1. Background

In the mid-September of 2018, the Ultimate Fighting Champion or UFC became trending topic in that year. It could be seen that there are several of online news that was talked about it. This was happened not only because of the match but also because of what happened in the previous press conference, the UFC Press Conference 229.

The UFC 229 Press Conference is one of many press conferences that are held by a professional Mixed Martial Arts (MMA) championship, The Ultimate Fighting Champion (UFC). This tournament, as an official fighting championship, always establishes a press conference before and after the match and it is always broadcasted in online media such as YouTube. This press conference usually consists of necessary information for the media press. It can be the information about the athletes, their planning for the fight, and so on. Because the press conference is regarded as a formal media for them to give official information to public, it will demand appropriate social interaction, which means the speakers should act politely and show good manner. However, the UFC 229 Press Conference seems does not deal with it. It can be seen from many bad critics deliver to the speaker of this press conference, especially from netizen.

Since the UFC 229 Press Conference was uploaded on YouTube, it receives many bad comments from viewers that are related to impolite issue. They comment that one of the speakers had *disrespectful racial mouth* (in UFC, 2018a), which can be assumed that in the press conference the speaker did not act politely. Therefore, it was affected viewer and the result is rejection from public. Besides,

being polite is necessary thing when we want to establish good relation in social interaction.

In social interaction, people may tend to be seen as a polite figure. This happens because people usually build up this figure to make sure that he or she is not rejected in their conversational exchanges. In pragmatics, a study that deals with how the language is used appropriate in specific context, sees this topic as important subject because if someone does not act politely, his or her partner also does not put respect on him/her as the result of what he or she acts. It makes the interaction do not run well and effectively. With being polite, that thing will be not happened. As a result of being polite, people can easily be able to communicate, cooperate, and achieve their goals. It can be had if they aware of and follow the politeness principles. This principle is a collection of maxims that Leech proposed in 1983, which can manage the stability in daily social interaction and this becomes big concern in pragmatics study. Therefore, this principle is very helpful for people to keep their good image in public.

However, people, in some cases, do not keep these principles and they even disobey it. One of those cases can be seen in The UFC 229 Press Conference. From the comments, the speaker does not apply the politeness principles. It seems there are violations of politeness principle in this press conference those leads to the rejection for the speaker from public. This can be a problem for the speaker face because people will assume them as a bad person. Therefore, it is interesting to analyze the violation of politeness in this case.

In addition, it should be remanded that politeness also involves context that underlying the speaking. People must be aware of the context of speaking because politeness in a certain cases is different from others. This makes people should be speaking appropriately in the right place and at the right time. This context can helps us to understand what possibility meaning that wants to be implied in conversation. Grice calls this phenomenon in his book *Studies in The Way of Words* as conversational implicature. This implicature provides some

helps in understanding of this violation because, from analyzing it, the listener may imply further information from what speaker actually says. Therefore, this part also needs to be analyzed in order to make a clear in understanding violation in this case.

From the explanation above, this research is interested to study furthermore about the violation of politeness principles in UFC 229 Press Conferences: Khabib vs McGregor and its conversational implicature. The researcher is interested to study this case because the case does violation to the politeness principles that are regarded as an essential part in communication. Moreover, this interaction demands formal situation, which it highly recommended to act politely.

1.2. Research Questions

Based on the background research, in advance, the issue appears that there are violations of politeness principles in the case of UFC 229 Press Conferences: Khabib vs McGregor. Therefore, based on this issue, it can be drawn some questions in this research, there are as below:

1. What kinds of politeness maxim are violated in UFC 229 Press Conferences: Khabib vs McGregor?
2. How is the conversational implicature constructed in those violated maxims of UFC 229 Press Conferences: Khabib vs McGregor?

1.3. Research Objectives

The research, in response to the statement of problems, proposes to achieve some objectives, there are as follows:

1. To seek kinds of politeness maxim that are violated in UFC 229 Press Conferences: Khabib vs McGregor.
2. To seek the conversational implicature of violating such politeness maxims in UFC 229 Press Conferences: Khabib vs McGregor.

1.4. Research Significance

In principle, this research is expected to be able to succeed well, that is to achieve research objectives optimally, generating a systematic report and can be useful in general. The benefits taken from this research as follows:

1. Theoretical Benefits

- a) The results of this study can be reference for another research that has same issue to be studied and gives insight to the reader about violation of politeness principles.
- b) Through understanding of the violation of politeness principles in the case of UFC 229 Press Conferences: Khabib vs McGregor, this research is expected to assist the reader to more understand the phenomenon violation of politeness principles in social interaction.

2. Practical Benefits

- a) This research is expected to reveal knowledge about the study of politeness, especially in the field of research, which utilizes pragmatics theory.
- b) This research is expected to contribute in revealing violation of politeness principles, especially in the case of UFC 229 Press Conferences: Khabib vs McGregor.

1.5. Previous Studies

In order to make sure that this problem is necessary to be analyzed, there some researches that concert with this issue.

Anistiawati (2016), in *An Analysis of Politeness Maxim Violated by Slang Language in Limitless Movie Script*, found that there are three violated maxims in that movie. There are Approbation Maxim, Modesty Maxim, and Agreement Maxim. It means that Politeness Principle can be violated. It shows that the politeness principle can be violated.

Hartini (2016) establishes a research that is entitled *Maxims Violation of Politeness Principle in the Dialogue of Indonesia's Presidential Candidates Debate*. In this research, the researcher found that there are violations of politeness principle in Indonesian's presidential candidate debate. The research shows that the reason of the candidates doing the violations because the participants tried to obtain the benefit from the hearer by delivering the questions expecting to cost the hearer. It means there are some reasons why the speaker does the violation.

Handayani (2013), in *Violating Politeness Principles In Cellular Phone Provider*, found that there are 12 advertisements that violated the politeness principles. The research concludes that the hidden message of doing violation is to attract customer to use their product.

Therefore, from these previous studies, violation in politeness principle can be happened. Thus, the researcher is interest to establish a research entitle *The Violation Of Politeness Principle In The Case Study Of UFC 229 Press Conferences: Khabib Vs McGregor*.

1.6. Definition of Key Terms

In this research, this research is focused on several key terms. It can be defined as below:

1. Politeness Principles

Politeness Principles (PP) is a collection of maxims that Leech (1983) proposes. The maxims are Tact Maxim (TM), Generosity Maxim (GM), Approbation Maxim (AM), Modesty Maxim (MM), Agreement Maxim (AgM), and Sympathy Maxim (SM).

2. Implicature

Implicature is the terms that Grice (1995) purposes, which can be seen as the aspect of meaning that what speaker conveys, implies, or suggests with indirectly expressing it.

3. Conversational Implicature

Conversational implicature is kind of implicature that triggered by some certain general futures of discourse (Grice, 1995)

4. UFC

The Ultimate Fighting Champion (UFC) is a tournament for professional Mixed Martial Arts (MMA) athlete.

5. UFC 229

UFC 229 is a fight between Conor McGregor and Khabib Nurmagomedov. These two athletes fight each other at 6 October 2018 (UFC, 2018b).

6. Khabib Nurmagomedov

Khabib Nurmagomedov is a professional Russian mixed martial artist that is the opponent of Conor McGregor in UFC 229. He is one of the participants in UFC 229 press conference.

7. Conor McGregor

Conor McGregor is a professional Irish mixed martial artist that is the opponent of Khabib Nurmagomedov in UFC 229. He is one of the participants in UFC 229 press conference.

8. Press Conference

Press conference is an information tool. Its object is to convey new and specific information to the media, there should preferably be speaker accompanied by a moderator and majority of the people in the room should be journalists (Barton, 2003).

9. Violation

Violation denotes an action that breaks or acts against something, especially a law, agreement, principle, or something that should be treated with respect (Violation, 2019).