

CHAPTER 1

INTRODUCTION

This chapter explains background of the research, statement of the problems, research objective, research significant, and organization of writing.

1.1 Background of Research

As social beings, people are definitely in dire need of communication in each joint life. Especially for people, communication is the most important thing in doing in the community, with communication the everyone wants her life can run smoothly without barriers between each other. Communication is the process of sending and receiving a message from the speaker to the hearer. Communicate with regards to the process of exchange of information, ideas, thoughts, feelings and emotions through conversation, discussion, debate, writing or behaviour. The most important thing in communication is language because language is a liaison or tools used to communicate. Wardhaugh (2006:03) explains,

“Language is system arbitrary of symbols and signs that is used for human communication”.

Therefore, people as a user of the language must use good language when communicate. Good language relates to politeness, because using a language that is a good foundation on which order of human life can be reflected in the use of language. Then in every courtesy usually people have a special strategic. Holmes (1995:10) argues,

“Different social group use language very differently, and ways of being polite often contrast markedly. The use of slang among a group of young friends, for instance, reflects in group membership, and so slang can express positive politeness or friendliness towards a new group member which is knows each other very well.”

From the quotation above, it is shown that politeness is not the language is formal and correct, but the language used in the conditions, circumstances and the right speaker. Generally know, in every human being has definitely lived nearby and people accustomed to using informal language even slang in every communicating.

In having conversation, people are advisable to be careful in using strategy in order to maintain the communication. They also must be aware of the politeness strategy to make their communication more acceptable by the others. Brown and Levinson (1987:1) explains,

“Politeness strategies are developed in order to save the hearers “Face”. Face refers to the respect that an individual has for him or herself maintaining that “Self-esteem” in public or in private situations. Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. Face Threatening Acts (FTA’s) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA’s.”

With politeness also in social interaction, it is common for speakers to represent themselves. However, the self representation can not be freely expressed because every body would like to have a good image and good relation with each other. Face is the most important part of our body which is used to show the expression, appearance and identity among others. Politeness can also define as a means the self-employed to show awareness of another person's face. Moreover, Yule (1996:60) explains, “Politeness shows the awareness of another person's

public image self face wants. It is related to social distance, closeness, and culture. In other words, politeness is an interaction such as existing norms and rules of the society at large.” Yule (1996:60) argues,

“People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; It refers to the emotional and social sense of self that everyone has and expects everyone to recognize.”

The face has two aspects, positive and negative face. Negative face is reflected in the desire will not deter or top and positive face reflected in her life's desire to be liked, respected, approved of and appreciated by others. And for the rescue of the face then usually this is used in the strategy of politeness and this is what will be the focus of the author. Yule (1996:64) explains, “Strategy courtesy there is two, that is positive negative politeness and courtesy. Positive politeness in then tend to be doing strategy and solidarity for negative politeness therefore inclined would do deference strategy.”

Politeness has a way to point out, that with an attitude or behavior and language itself. Language has a powerful tool in the hands of political leaders. They manipulate this language becomes the tool to suit their purposes. When, politics is basically about struggling to control power, it is only through language that such could be accomplished thereby making language has a big effect. The would be president is also a politician, where it is a political goal to manipulate words to persuade. Women are more likely to use politeness formulas than men, though the exact differences are not clear.

Women and men have different ways in their own language, of course women usually have more decency in terms of speaking, because of God is

omnipotence women are indeed created to say softly and avoid harsh words coming from her mouth. This polite attitude seems to indicate that women are weak but in fact quite the self-esteem of women seen from speaks that shows how the character himself.

A woman who is a candidate who will become the President-namely ex-Secretary of State Hillary Clinton and his opponent contested the seat ahead of the American President Donald Trump reunited in presidential debates, in an event at bring by presenter named Lester Holt.

Generally every decade interest is presidential election about presidential candidate debate is always held before the election. To find out how the vision of the mission would like to jump to by presidential candidates. This is the background behind and caught the attention of authors to analyze what types of strategies in use in the presidential debate, and how differences politeness between men and women language occurred in the event.

This research is part of a pragmatic study on target against politeness. There were many writers had done writing before, the writer had found some writings that explained about the politeness strategies. The first was “Politeness Strategies Used By Deddy Corbuzier In Interviewing Entertainer And Nonentertainer In Black And White Talk Show” written by Pangestuti (2015). She found in the used of Politeness Strategies in interviewing both entertainer and non-entertainer. There are 16 different types of Politeness Strategies used by the host in interviewing both entertainer and non-entertainer. In interviewing the entertainer he uses Bald on Record (18,3%), 10 types of Positive Politeness Strategy (77,42%), 1 type of Negative Politeness (1,4%), and 1 type of Off Record Strategy (2,81%). In addition,

in interviewing the non-entertainer he uses Bald on Record Strategy (54,42%), 7 types of Positive Politeness Strategy (38,29%) and 3 types of Negative Politeness Strategy(8,19%). There are several differences found in the used of Politeness Strategies in interviewing both entertainer and non-entertainer. First of all, the host tends to use bald on record strategies in interviewing the non-entertainer than the entertainer. Second, the host appears to be more intimate to the entertainer than the nonentertainer.

The second was “Politeness Strategy Of The Presenter "Oprah Winfrey" Program At Youtube.” written by Ghozali (2016) the research analyzed about used and not used politeness strategy. There were some strategies which is always used, rarely used and not used by Oprah when conversation was lasting. The strategy were notice attendance to other there are 18 statements, exaggerating there are 28 statements, intensifying to the other there are 2 statements, in-group identify marker there was one statement, seeking agreement there were six statements, make a joke there were 11 kind of statement, etc. There were conditions which politeness strategy was not used such as when the conversation was occurred ti be better because the speaker can read the situation of hearer wants. And then, conversation was occurred to be worse because the speaker could not read the situation.

The third was “Politeness Of Women’s and Men’s Language in Keenen Ivory Wayan’s Script Of White Chicks Film” Written by Amalia (2012) the research investigated based on Lakoff’s theory, the first kinds of politeness that are mostly used by women characters in the dialogues of Keenan Ivory Wayans’ script of *White Chicks* film, are the deference poiteness and camaraderie politeness. The second kinds of politeness that are mostly used by men characters in the dialogues

of Keenan Ivory Wayans' script of *White Chicks* film, are the formal politeness. And the last based on strategy communication, women characters in Keenan Ivory Wayans' script of *White Chicks* film, use the politeness aspect in their dialogue in order to more care about others feeling which is they praise, respect, admire their partners and also they facilitate the flow of the conversation, to reach their purpose during the conversation. While men character tend to more dominate the conversation by giving direct command to reach their purposes.

All of the thesis above becomes previous study, especially in helping writer understand the theories that will be used. Those thesis are based on the almost same discussion that is about politeness strategy. From those previous studies, the most similar research belongs to Arif Imam Ghozali who also observes Politeness Strategy Of The Presenter "Oprah Winfrey" Program At Youtube. However, in that research, he chooses just two strategy politeness, positive and negative politeness. It is different from this research because this research choose all of strategy politeness argues Brown and Levinson. The most similar research belongs to Risma Amalia who also beserves Politeness Of Women's and Men's Language in Keenan Ivory Wayan's Script Of *White Chicks* Film. The similarities among this research and other previous studies are they have the same purpose to analyze the types of Politeness Strategies Men's and Women's argues from Lakoff. The difference is no one of the previous research that purposed use only the kuantitative method while study using kualitative descriptive method.

1.2 Statement of Problem

Based on the research background above, the writer restricts the analysis into two research questions:

1. What types of politeness strategies are used in the American First Presidential debate of Donald J.Trump and Hillary Clinton?
2. How is the difference politeness strategy between men and women of the American First Presidential debate?

1.3 Research Objectives

Based on the research questions above, the writer focuses on what kind of statement that used and politeness strategies in the american first presidential debate of Donald Trump and Hillary Clinton. The research is aimed at:

1. To describe the kind of politeness strategies in the American First Presidential Debate of Donald J.Trump and Hillary Clinton.
2. To find difference politeness strategy between men and women of the American First Presidential Debate.

1.4 Research Significance

In this research, the researcher hopes that this research can give a significance benefit for the reader and also the research. The result of the present study will be practically useful to linguists. The significance of the research is divided into two kinds of significances, namely practical significant and theoretical significance.

1. Theoretically, the research findings are expected to enrich the comprehension and understanding of pragmatics learning, especially about politeness strategies in Presidential debate.

2. Practically the research findings will be useful for,

a. English Department

This research is expected to give an additional reference to the study of pragmatics, especially about politeness strategies in the context of talk the Presidential debate.

b. English Lecturers

This study is expected to contribute to the teaching of pragmatics, especially on politeness in the context of talk the Presidential debate. Lecturers can use the findings of this study as an additional resource in Pragmatics subject.

c. The students of English Department

This research can be used as another reference for the students of English Study Program who want to conduct research on pragmatics, particularly based on the theory of politeness strategies in presidential debate.

d. Other readers

This research hopefully gives a preview of politeness in the context of presidential debate discourse.

1.5 Organization of Writing

The writing of this research is arranged into five chapters. The first chapter is introduction. This chapter describes about background of research, statements of the problem, research objective, research significance, and organization of writing.

Review of related literature is exposed in chapter two. This chapter is discussed underpinning theory about politeness as grand theory and explains some theory that related in this research.

The third chapter discusses about methodology of the research such as research method, research design, data, source of the data, technique of data collection and the last are technique of data analysis.

The fourth chapter is the analysis of data. That is explains about applying theory of politeness is applied into the data. It contains the complete analysis done by the writer, or in other words, it presents research findings and discussions.

The last chapter is the conclusions of the study. After doing the complete analysis, the writer makes conclusions of the study. Suggestions for the next writers in order to the research in the future would be better.