

CHAPTER I

INTRODUCTION

In this chapter the writer describes background of the research, research problems, research objectives, significance of the research, conceptual framework, and definition of key terms.

A. Background of The Research

As a social being, human always communicates with other human beings. In order to communicate, human need language to convey messages from one to another. Language is the most complete and effective way to convey messages (Wibowo Walija, 1996, p.4). To know whether the message or information contains of feelings, thoughts, desires or experiences, it is necessary to give attention to the context in order to know the intended meaning as the speaker's intention. This deals with pragmatic study which is used to explore whether there is an intended meaning behind the words or not.

Pragmatics have several approaches to study the meaning or intended purpose of a language. Pragmatics is the study of those relations between language and context that are constructed, or encoded in the structure of a language (Levinson, 1983). Pragmatics, generally, can be defined as a study of how utterance has meanings or intended purpose in particular situations. A speaker, when delivering their message to the hearer, has some intended meanings. These intended meanings sometimes are not expressed directly, but implicitly for a certain purpose. Pragmatics also concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). In pragmatics, people study about the meaning of the context between the speaker and the listener. From the explanation above, it means pragmatics is the study of speaker's meaning (Yule, 1996). With pragmatics,

People can express their intended meanings, their assumption, their purposes or goals, and the kinds of action that they are performing by utterance.

According to Searle (1979), an action via utterances is called speech acts. The classification of speech act divided into six, 1) *Declarative*, 2) *Representative*, 3) *expressive*, 4) *Directive*, 5) *Commissive*, and 6) *Interrogative*. Compliment is the most investigated speech acts, along with apologies, refusal, and request. Compliment is included in the expressive kind of speech act. Expressive utterance contains the speaker's feel to the hearer.

Yule (1996:53) stated that compliment is classified into expressive in speech act. It is not only considered as a positive worth to show admiration toward one's work, performance, or ability but also as a negative act to show dislike by using sarcasm. Compliment is categorized as expressive in speech act since it is related to psychological statement based on human's emotion. According to Holmes compliment is a speech act which explicitly or implicitly attributes credit to someone other than the speakers, usually, the person addressed, for possessions, characteristics, and skills, which is positively or negatively valued by the speaker. Compliment is often found in daily conversation within people in the society.

There is an object or action which becomes a material to be complimented. This refers to the topic of compliment based on the object or action complimented. The object or action, which is being complimented, has to be considered by the speaker to express his/her compliment. According to Wolfson (1983:90), there are two major topics of compliment, namely topic of appearance and topic of ability. Each of these major topics are classified into two types. The topic of ability is classified into two types, namely general ability and specific act ability while topic of appearance is also classified into two types, namely the type of possession and the type of physical appearance. Thus, compliment can be delivered by the addresser by seeing the appearance or ability towards the addressee.

In a compliment, there will be compliment response from addresser to addressee as long as it is delivered in two-way communication. There are twelve types of compliment response according to Herbert (1990), 1) *Appreciation Token*, 2) *Comment Acceptance*, 3) *Praise Upgrade*, 4) *Praise downgrade* 5) *Comment History*, 6) *Reassignment*, 7) *Return*, 8) *Scale Down*, 9) *Question*, 10) *Disagreement*, 11) *Qualification*, 12) *No Acknowledgement*, and 13) *Kinesics*.

The writer chooses the TV series entitled *Riverdale* as the data source. *Riverdale* was released on January 26, 2017. It is an American television series based on characters from the Archie Comics. This tv series set in the present time, talk about the surrealist of small-town life and its intrigue. The writer found many ways and types of compliment and its responses in the TV series.

Here one of the examples of compliment expression and its response are applied by the characters:

Cheryl: "Your room is so sweet!"

Betty: "It's... too pink. Doesn't feel right anymore."

The conversation above occurs in Betty's bedroom. The participants of the conversation are Cheryl and Betty. Cheryl is Betty's school mate. One day, Betty invited Cheryl to her house and they stayed in Betty's bedroom. Cheryl gave a compliment to Betty's bedroom. Cheryl said, "*Your room is so sweet.*". the topic compliment is topic appearance. It deals with possession, as the complimented object is Betty's bedroom. From the story above, it can be concluded that the function of Cheryl's compliment is spontaneous expression of admiration. Spontaneity is usually related to the originality of expression. The speaker unintentionally shows his/her expression of admiration or approval to the addressee. Cheryl as an addressee responds, "*It's too pink. Doesn't feel right anymore.*" The response which delivered by Betty can be included to scale down types of compliment response. According to Herbert (1990) Scale down is when the addressee disagrees with the complimentary

force, pointing some flaws in the object or claiming that the praise is overstated. In the conversation, despite Cheryl was impressed by how feminine was Betty's room, Betty shows disagrees by pointing her bedroom's flaw which is too pink and she doesn't feel alright with it.

Based on the phenomenon above, there are many ways to give compliments and many types of responses toward the compliments. By knowing its function, we can acknowledge the addresser purpose towards the addressee. Therefore, the writer intends to conduct the research: **“The Usage of Compliments and Compliment Responses by the Characters in *Riverdale* TV Series”**. The writer investigates the TV series because the series is very popular among teenagers and there is a lot of data included compliments expression and its responses employed by the characters. The compliments and the responses themselves are in various ways and employed by various ages as well as positions. It means that each of the characters applies the compliment expression in different ways whether it's topic, aim and response in their interaction to other characters. We can acknowledge many types of compliments and its responses also the functions themselves.

There are previous studies related to Compliment speech act. The first previous study has been done by Choironi (2013) in the thesis entitled *“Compliment Responses on Facebook Status Used by Foreigner: Gender Perspective.”* The writer used Sociolinguistics approach as the way of analysis. This research aimed to describe the distribution of the difference between male and female in giving compliment responses on Facebook status. The result of the research based on the findings that females tended to give accepting of compliment responses either for male's or female's compliment. Meanwhile males more tended to give rejecting of compliment responses than females. The second previous study is from Andi Pujian Purnomo (2015) entitled *“Compliments and compliment responses used by English teacher Association of Senior High School In Pacitan”*. The research deals with pragmatic study. The object of the study was teacher in senior high school Pacitan. The theory used is from Tosborg's and Herbert's taxonomy

of compliment responses. The focus of this study is strategies of compliment used by teacher. Respondent of this study are 15 males and 9 females. The result of the study is male and females mostly apply appreciation token when giving compliment responses.

In this research, the writer used pragmatics approach. The theory of compliment applied in this research is from Wolfson and Judd also the theory of compliment response by Herbert. The data in this research is from dialogue in the *Riverdale* TV series which contains daily conversation dialogue. This writer wants to understand deeply about compliments and responses in the movie entitled *Riverdale*. It is exciting to investigate the varieties of giving and responding compliment that occur in the society which represented by TV series.

B. Research Problems

There are many kinds of speech acts delivered by the characters in *Riverdale* TV series. However, this research is only focused on the compliment expressions and their responses as the part of expressive in speech act that discuss about what is the hidden intention behind compliments and its responses. The research is restricted only for the conversations performed by the characters face to face. Based on the research problem, the research questions are:

1. What topics and functions of the compliment are used by the characters in *Riverdale* TV series?
2. How does the characters in *Riverdale* TV series respond the compliment?

C. Research Objectives

Related to the problem statements, the purposes of the research are stated as follows:

1. To find out the topics and the functions of the compliment expressions used by the characters in *Riverdale* TV series.
2. To explain the types of compliment responses used by the character in *Riverdale* TV series.

D. Significance of the Research

The results of the research can give a contribution to the theoretical and practical uses of language as follows:

1. Theoretical Significance
 - The research findings enrich the comprehension and understanding of pragmatics learning, especially about the Speech Act, Compliment and Its responses.
2. Practical Significance
 - This research can contribute to the teaching of pragmatics Speech act, especially Compliment and Compliment responses. Lecturers can use the findings of this study as an additional resource in the Pragmatics subject.
 - 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 Compliment and Compliment responses
 - This research can be a reference for others writer to conduct the further research about various types of compliments, compliment responses and its function.

E. Conceptual Framework

This research is a qualitative research, which focuses on the topic of compliment, the function of compliment and the compliment responses used by the characters in *Riverdale* TV series. *Riverdale* is an American teen drama television series based on the characters of Archie Comics with total 12 episodes which released on January 26, 2017. It is the town of Riverdale with the mystery of tragic death of high school golden boy named Jason Blossom. This tv series set in the present time, talk about the surrealist of small-town life and its intrigue. The writer investigates the TV series because the series is very popular among teenagers and there is a lot of data included compliments expression and its responses employed by the characters.

Since pragmatic involves the context in this analysis, it is different from the other kind of analysis. Context is an important element in pragmatics because from the context, an utterance can have a different meaning or interpretation. In this research, the writer uses the context theory of Holmes (1992). He explains that the way someone speaks is influenced by the situational context in which the conversation or speech take place. Holmes (1992: 12) then adds that the social factors and social dimensions influence the choice of the appropriate ways of speaking in a different social context. Context of situation or situational context is important in communication.

The writer adds supporting theories that related to the research questions. There are many ways to express compliments and its responses. It is found that there is always implicit intention that addresser want to conveys towards addressee. To find out the implicit meaning, the writer categorized compliments and its responses into topics, functions, and type of compliment responses. Wolfson divided the topic of compliment into two major categories (Wolfson & Judd, 1983). The two major topic of compliments are topic of appearance which divided into two (Personal appearance and personal possession) and topic of ability which divided into two (General ability and specific act ability)

Based on the research questions, the writer found that compliments have different role in different occasions in the interaction or communication. The speaker from higher status tends to make a compliment maintaining some activities or piece of works of others who are in the lower status. It frequently includes function as encouragement. Wolfson (1983) defined several functions of compliment. They are: *a) Compliments served to increase and consolidate solidarity. b) Compliments have function to create or maintain rapport. c) Compliments as spontaneous expression of admiration. d) To express positive evaluation is usually related to adjectives nice and good. e) Compliments as encouragement. f) Compliments often serve to strengthen other speech act formulas. g) Compliments may also be used to soften criticism. and h) Compliments may be used to modify the sarcasm.*

Compliment cannot be separated from its responses. Compliment response is a verbal acknowledgement that the recipient of the compliment or the addressee heard and reacted to the compliment. This reaction may differ from one person to another or from one society to another depending on a variety of contextual and cultural factors (Tripod, 1999). Related to response the compliments, Herbert (1990) classified its responses into 12 different types of compliment responses. Here are: *a) Appreciation Token, b) Comment Acceptance, c) Praise Upgrade, d) Praise downgrade e) Comment History, f) Reassignment, g) Return, h) Scale Down, i) Question, j) Disagreement, k) Qualification, l) No Acknowledgement, and m) Kinesics.*

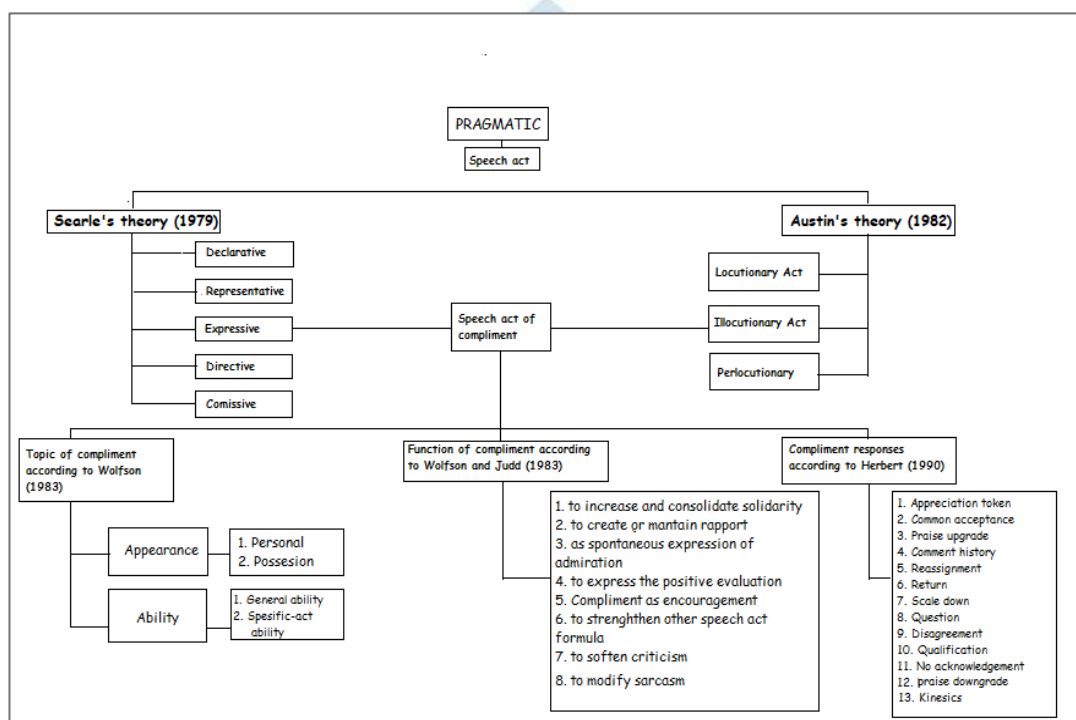
The writer limits this study to find out the topic of compliment, the function of the compliment, and the compliment response employed by the characters of *Riverdale* TV series. The writer uses the theory of the topic of compliments and its functions by Wolfson (1983:90), and the theory of compliment responses by Herbert (1990) to support this research.

The first step that the writer takes to conduct this analysis is to closely watch the movie. Then, classifying the compliments based on the major topic of compliment expression, functions and the types of compliment responses

which employed by the characters in Riverdale TV series. Lastly, Analysing the types of compliments and functions delivered by the characters and interpreting the types of compliment responses which are used by the characters to respond to the compliment based on the context happened.

The writer then makes an analytical construct based on the explanation above. The analytical construct is made on the basis of the conceptual framework as shown in figure 1.

Figure 1: Analytical construct



F. Definition of Key Terms

There are some key terms in this research:

1. Compliment: Yule (1996:53) stated that compliment is classified into expressive in speech act. It is not only considered as a positive worth to show admiration toward one's work, performance, or ability but also as a negative act to show dislike by using sarcasm. Compliment is categorized as expressive in speech act since it is related to psychological statement based on human's emotion.
2. Compliment Response: Compliment response is a verbal acknowledgement that the recipient of the compliment or the addressee heard and reacted to the compliment. This reaction may differ from one person to another or from one society to another depending on a variety of contextual and cultural factors (Tripod, 1999).
3. Riverdale: Riverdale is an American teen drama television series based on the characters of Archie Comics. The series was adapted for The CW by Archie Comics' chief creative officer Roberto Aguirre-Sacasa, and produced by Warner Bros.