CHAPTER I

INTRODUCTION

In this chapter, the researcher provides background information of the study. The sections are, background of the research, research problem, research objectives, research significances, conceptual framework, and previous study, each will be described below.

A. Background of Research

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011). The word communication is derived from the Latin word, *communis*, which means common. The definition underscores the fact that unless a common understanding results from the exchange of information, there is no communication.

Communication is an activity involving two or more people to exchange the information, ideas, and feelings. Communications using language as a tool to exchange information perfectly. Humans can understand what other people convey through the language they speak. In communication, language is used in two ways, verbal or spoken, and also non-verbal or written.

Without language, communication will not run smoothly. Therefore, it is important for a language to be explored and understood. Each individual language has its own differences. Over time, language has developed both in science and in practice in social life. The study of the language structures from the origin of the language formed to its development are called linguistics.

In verbal communication, a communication will run smoothly if the language is understood by both parties and pay attention to several things, such as, politeness and speech acts. The politeness of language influences a conversation so that it can proceed smoothly without any misunderstanding.

Pragmatics is concerned with the study of meaning as communication by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by the utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. (Yule, 1996:3).

Pragmatics also learns about the context and how context can be described. This type of study necessarily involves the interpretation of what people mean in particular context and how the context influence what it said. Pragmatics as the study of contextual meaning. (Yule, 1996:3).

In pragmatics, the context is strongly conveyed on what the speaker means. Therefore, the listener will try to interpret the meaning that is spoken and connect it to the context within it. One of the things that learned in pragmatics is politeness. As explained previously, that in a verbal communication, if the conversation between the listener and the speaker goes smoothly both must put forward politeness.

Politeness is not only applied in behavior and actions. In conversations aspects, there is politeness to keep the conversation going well. Politeness is useful as a way for both parties to avoid conversations that tend to lead to misunderstanding and miscommunication.

Politeness is one of the important aspects of communication. Brown and Levinson (1987:17) stated that politeness is a way of behaving well by taking into account the feelings of people being addressed. Holmes (2001:267) argued that politeness is the people's ways to use the language appropriately towards their addressee. It means that being polite is not only saying 'thank you' or 'please' in the right place but also how people can use those word or the language appropriately.

Politeness in conversation can be found in all circles, including children. Children who still acquire language from the environment tend to follow what they see and hear. The use of language between small children and adults is of course

different. Children express their own intentions and make inferences about the intentions of others from an early age.

The identity of language user can be shown from the language they use. The language users has differences based on the social class, age, gender, education, profession, etc. Language and ages related to the language development from infancy to adult. How the language user dealing with the language acquisitions. Language acquisition which deals with the development of linguistic forms includes the sounds, words and pragmatics.

Children communicate remarkably well, even when their linguistic resources are still very limited. They persist in expressing their intentions and adults cooperate in trying to arrive at appropriate interpretations (Werner and Kaplan 1963, Bates 1976, Carter 1978, de León 1998).

Conversation between children who are in the same ages is different with conversation between two interlocutors who have different age gap. Mostly, conversation between children occur to be more simple, using their imagination and mostly using their gesture to explain what their trying to say, children usually not focus on one topic, they mostly back and forth from one, two or even more than three topics, following what they are thinking. Conversation between children and adult has different pattern. An adult most likely adjusting their topic with the language that will be understood by children, otherwise children also using different pattern of language than the pattern that usually they use when they talk to the people in the same age.

Adults will use a broader language and will sort out the language before expressing what they want to convey. Whereas, children usually use simple and uncomplicated language, they say what is on their mind without having to sort out which is more appropriate. However, children certainly have been taught how to communicate well by the surrounding environment.

Likewise, in the use of politeness strategy, children tend to choose words that are simple and better understood by them. Mackie's work on Japanese (1983) claims that children control polite strategies like hedging, long before they learn

the elaborate formal system of honorifics- She argues that Japanese children don't begin to learn honorifics until they enter school, at about age five, and it takes many years to acquire the full system of subject/object honorifics. The first and second-grade children in her study used no referent honorifics, and only one used addressee honorifics (the desu/masu formal style), but all demonstrated the ability to use several degrees of politeness, constructed of things like tone of voice, sentence-final particles (hedges), and preference fox agreement.

In this research, researcher analyze the politeness strategy used in children's conversations with adult interlocutors. This research focuses on the children's utterances that often respond and explore information about their interlocutors in their own way.

These children's conversations are taken from several videos on a video channel on the YouTube platform. The researcher chooses the videos from the HiHo Channel on YouTube. HiHo is one of the largest children's channel that provides the quality shows about children that comes from different backgrounds in States of America. In the *Kid Meets* session, the children are brought together with people who has different conditions, ages and backgrounds. For example, they are allowed to meet the people who has rare disease, or the people who has unordinary jobs. In this session, children can shares the thought with them about life, the conditions that other people experience, which is this conversations is kind of unusual topic for the kids in the daily life. Besides, in this video children are successfully show their variety of opinions, point of views and also different responses based on who they're talking to.

These are the reason that the researcher choses for the object of this research, because the researcher interested in how the kids use the politeness strategies when they are talking to the people that is not in the same ages, or the same background with them, and how they applied the politeness to show their sympathy, to speak their thoughts and to encourage people who is above their ages.

The problem of this research is how the politeness strategies applied in children language. In language, there are some factors that can be differentiate the use of

language, they are gender, age, profession, social class, ethnicity, etc. For an adult, politeness strategies can be applied in every conversations with complex and wide language. But children still have some limitation in language use which means they use the language that they already know.

B. Research Question

To solve the problem that has been mentioned before, there are two questions that will be the main focuses on this research, they are:

1. What politeness strategies are used by children in the *Kids Meet* video?
2. What are the factors that influence the choice of politeness strategies applied in the children's utterances?

C. Research Purpose

From the questions above, the researcher takes a purpose of signification of the research, three significations as follow:

1. To find out what kind of politeness strategies that applied in children's utterances in the Kids Meet video.
2. To find out the factors that influence the choice of politeness strategies that applied in children utterances.

D. Research Significance

1. Academically

This research hopefully can give the contribution to analyze pragmatics especially the politeness utterances among the kids. It is on how politeness theory can be applied in all ages including children and how the kids utterances can be analyzed by using the politeness strategies theory from Brown and Levinson. It also can give the contribution for people who want to find how

children using politeness in the daily conversations especially when it comes into the age gap conversations.

2. Practically

This research is hopefully able to give benefits for the researcher as a beginner to analyze politeness strategy theory in the kid's video. In the other hand, the researcher hopes that this research gives additional information to increase the social knowledge in politeness strategy that can be useful for communications. Also, it might gain a better understanding that children also applied the politeness strategies especially when they communicate with the people who has different ages and different background.

E. **Conceptual Framework**

In this research, the researcher will analyze and identify the children utterances that consist politeness strategies. The researcher used the utterances from 'Kids Meet" session that published in HiHo Channel YouTube Video from January 2019 until January 2020 and collected 36 videos. There are several theories of politeness strategies can be applied to identify the subject and researchers chooses the theory of Brown and Levinson to analyze what kind of politeness strategies that applied in children conversation especially when there is the year gap between the interlocutors. The theory of Brown and Levinson helps the researcher to analyze and to identify the strategies and the factors that affect the choice of strategies.

In linguistic study, the field of conversation, utterance and context will be more explained in the pragmatics area. The communication between two or more persons are going to run smoothly if both interlocutors understand the meaning and the context of the conversation not only the topic. Each person will interpret each utterances so that the meaning and the message of the utterance will be understood as it should be. The statement is supported by Yule (1996) stated, "Pragmatics is a study of meaning as communicated by a speaker and interpreted

by a listener". Furthermore, according to Stalnaker (1972), pragmatics is the study of linguistics act and the context in which they are performed. Thus, this type of study involves the interpretation of what the people means in their utterances.

There are subfields in this study that learn more specific with various concept about the conversation and the context of what it said, such as, talk in interaction, speech act theory, conversational implicature, politeness, deixis and studies the ways in which context has contribution to meaning. Politeness is one of the subfield that is about to be the main subject of this study.

Politeness is one of the subfield in pragmatics that study about the way people chose to speak and the way hearer react to their utterances. Thomas (1995) stated, linguistics politeness has been generally considered as the proper concern of pragmatics, the area of linguistics that accounts for how we attribute meaning to utterance in context, or "meaning in interaction." According to Brown and Levinson (1987), politeness as a means of showing concern for people face. They suggest that one of the reason people diverge from direct and clear communication is to protect their own face needs and take account of those of their addressee.

To classify the kind of politeness, Brown and Levinson has a theory about the politeness strategies which has four strategies. These strategies are bald-on, positive politeness, negative politeness and off-record. People applied these strategies in order to whether saving their face or the interlocutor face. Kasper (1990) stated, linguistics politeness is thus a matter of strategies interaction aimed at achieving goals such as avoiding conflict and maintaining harmonious relations with others.

There are several factors affect the choice of politeness strategies. Brown and Levinson proposed two kinds of factors that affecting the speaker to choose the politeness strategies in their own condition these are, pay-offs and social variables (social distances, relative power, and rank of position), for example pay-off in politeness strategies tend to be chosen because the speaker wants to satisfy the hearer face.

Based on the theories above, the researcher uses the politeness strategies to analyse the data takes from utterances used by children in the educational video "Kids Meet" session that published in HiHo Channel YouTube Video. To analyze the utterances, the researcher uses the theory of Brown and Levinson of politeness strategies that consist four strategies, bald-on, off-record, negative, and positive strategies. To analyze the factor that influence the choice of politeness strategies, researcher uses Brown and Levinson theory that consist two types, pay-offs and social variables.

F. Previous Study

There are several relevant studies that are related to the analysis of politeness strategies. These relevant studies have relation to give contribution explaining about the strategy of politeness that applied in conversation.

Natalia Sulistya Aryani (2017) entitled *Politeness Strategies Used by The Main Characters of Twilight Movie.* She has conducted this study using the qualitative method to analyze politeness strategies using the theory of Brown and Levinson and analyze the factors influencing the politeness strategies using Brown and Levinson. She analyzes the utterances of the main characters in Twilight Movie which is released in 2008. In her analysis, she focused her analysis on four characters of the movie. The utterances is dominantly using bald-on record strategy, the second is positive, negative and off-record. The factors that influence the character choice of politeness strategies are pay-offs and social variables.

Second, the study of politeness strategies had been examined by Miwita Rosari (2016) entitled *Politeness Strategies Applied by The Characters of The Great Debaters Movie.* She analyzes the kinds of politeness strategies which used by six characters in the movie using Brown and Levinson theory to analyze the strategies of politeness and using Spolsky theory to analyze the factors of affect the characters speaking. The result of this research is the characters dominantly using off-record strategies, the second is bald-on, positive and the last is negative strategies. The factors that mostly affect the use of the strategies is language styles.

Third, the researcher uses the relevant study conducted by Devi Rofiqo (2019) with the title *Positive Politeness Used by Jack Ma in World Economic Forum, 'Meet the Leader'' session.* She analyze the type of positive politeness strategies applied by the speaker, Jack Ma. She uses theory of Brown and Levinson to analyze the politeness strategies and the factors that influence the choice of positive politeness strategies and Leech theory to analyze the context of the utterances. She only focuses on positive politeness strategies that used by Jack Ma. The result of this study is the researcher finds nine positive politeness strategies out of fifteen in Jack Ma utterances. The factors of the chosen strategies mostly providing fact, criticizing over something.

The previous studies research the similar issues that is about the politeness strategies that applied in the conversation and utterances. The differences between this study and the previous studies are primary the subject and the object in which to analyze also the theory that used to analyze is different as well. This study aiming at describing the politeness strategies in children utterances using Brown and Levinson theory in the video. It also describes the factors influencing the children when they use the strategies.

Looking at the study above, this study is interested to be research because the object is the children which that hasn't been researched before. By analyzing this object, the researcher wants to find the strategies of politeness that usually used by children when they have communication with the people who is older than their ages.