

# CHAPTER I

## INTRODUCTION

This chapter shows the overview of the research. It provides the research background, problem statements, research objectives, research significance, and organization of writing.

### 1.1 Background of the Research

Most people think of interaction as 'the transmission of information' but as many authors have explained, it also involves 'managing social relationships' (Spencer Oatey, 2004). In daily communication such as in the class, in the public places, or even in social media, some people do not consider politeness strategies in their utterances that might hurt the feeling of the hearer. Politeness becomes the most important aspect of using language because people have to consider other people's feelings (Wardaugh, 2006).

In pragmatics, politeness is reflected in the manner of communication process through verbal elements. Politeness is just starting to get attention in Pragmatics, but the concept of politeness has arguably resided for a long time in the verbal communication of any society. Traditionally, politeness is regulated by norms and morality of society, which are internalized in the context of culture and local norms. Politeness strategy between the young and the old has long lived in verbal communication.

In conversation, politeness plays an important role so that the interaction goes well. Humans as speakers must be able to manage what they will say in order to sound nice to the hearer and avoid words that can hurt the feelings of the hearer. According to Brown and Levinson (1987), both the speaker and the hearer should respect each other by using politeness strategies. In daily communication, people sometimes do not speak words politely or they sometimes talk without thinking that their words might hurt the feeling of the hearer.

The concept of 'face' is important in the study of the use of language as a tool of communication. The face is a personal form of a person in society which refers to the social and emotional meaning that each person has and hopes others will know about it. Brown and Levinson (1987, p. 61) define that the face as a general public self-image divided into two aspects, namely a positive face and a negative face. A positive face is a self-image or positive personality that is consistently owned by society when engaging in interactions (there is a desire to be recognized and respected), while negative face is the desire of everyone for individual rights, the right to be free from interference, namely freedom of action and freedom from obligation to do something.

Certain speech acts can become unpleasant actions called Face Threatening Acts. The speakers used politeness strategies to avoid actions that are unpleasant to the interlocutor, or it is usually called FTA (Face Threatening Act). FTA or Face Threatening Acts are actions that violate the hearer's need to maintain their feeling of comfortable and be respected. FTA that threatens positive faces are disapproval,

disrespect, hatred and feelings of dislike. Therefore, politeness strategies were created to deal with FTA.

According to Harun (2015), there are four strategies of politeness as stated by Brown and Levinson (1987), those are bald on record, negative politeness, positive politeness and off record. In bald on record strategy, the speakers do not make any efforts to minimize threats to the face of the hearer or to reduce the consequences of face threatening actions (FTA). This kind of strategy will cause the hearer to feel shocked, embarrassed and uncomfortable. This strategy is usually used by both speaker and hearer who already know each other well, for example between friends or among family members. This strategy is manifested in direct imperative sentences.

Positive politeness strategy is used to show familiarity to interlocutors who are not close. Speakers try to give the impression of the same fate and as if they have the same desire as the interlocutor as well. This strategy is aimed directly at the positive face of the interlocutor so that the speaker's wish is considered a shared wish between the speaker and the hearer. This strategy also serves as a smoothening of social relationships with other people. By using it, the speaker shows that they want to be closer to the other person. In other words, the relationship becomes closer and reflects the cohesiveness in the group. This strategy seeks to minimize the distance between speakers and interlocutors by expressing concern and friendship. Thus with this strategy, the speaker minimizes FTA.

Negative politeness strategies are actions taken to make up for the negative face of the interlocutor and the speaker's wish to be free from burdens with the

intention that his actions and intentions are not disturbed and are not constrained. This strategy is nothing but the basis of respectful behavior, which is also found in positive politeness strategies. The difference is that this strategy is more specific and more focused because speakers perform supporting functions to minimize certain burdens as something that cannot be avoided by the interlocutor/hearer. The main focus of using this strategy is to assume that the speaker is likely to give a burden or disturbance to the interlocutor because he has entered the other's area. It is assumed that there is a certain social distance or constraint in the situation.

Off record strategy is realized in a disguised way and does not describe a clear communicative intent. With this strategy the speaker brings out of the action by letting the hearer interpret an action on their own. This strategy is used when the speaker wants to take a face threatening action but does not want to take responsibility for the action. This strategy contradicts Grice's maxim, namely the maxim of relevance, maxim of quantity, maxim of quality, and maxim of regularity.

In addition, Brown and Levinson (1987) explained that the more serious an action is, the more strategies the speakers choose. The number of strategies used indicates that the actions are more polite than those that use few politeness strategies. But of course it is not correct to say that one politeness strategy is better than another. A strategy will be considered to be polite if it is used appropriately according to a particular interaction context. The assumption underlying this formula is that there is a parallel relationship between the the FTA and the values indicated by each of these variables. For example, the farther the social distance

between the speaker and the hearer or the heavier the burden of the action directed at the hearer, the more polite the strategy will be.

Politeness strategy can be analyzed using many objects, one of them is an interview in a talkshow. An interview is a conversation between two or more people and takes place between the interviewer and the interviewee. Talk Show is a type of television or radio show in the form of a conversation or discussion of a person or group of "guests" about a particular topic (or various topics) guided by a speech degree guide. Guests in a speech degree usually consist of people who have studied or have extensive experience related to the issue being discussed. A speech can be delivered in a formal or casual style and can sometimes receive phone calls with questions or responses from viewers or people outside the studio (Dwiheryana, 2015).

Politeness is needed if people are going to communicate with others. There are different types of politeness, the way we talk to children and parents is different. In each country such as Indonesia or America, the way people use politeness is different due to different cultural factors. Every country has different traditions and cultures, these differences in cultures and habits arise as a result of cultural coherence, including rules of behavior, language, and ideas about the world.

This study is included in the field of pragmatics study which observes how politeness strategies are used in daily conversation. This research is also inspired by previous research that studied the same topic. The previous study that the writer first read was from Tri Wijayanto (2014) with the title "A Pragmatic Analysis of Politeness Strategy in the Coursebook: Look Ahead 2 An English Course for Senior

High School Student Year XI”. This study aims to describe the types of politeness strategies that applied in coursebooks, and to analyze the application of politeness strategies in coursebooks. Two findings were revealed in this study. First of all, there are ten types of politeness strategies that are found in coursebooks, namely Politeness marker, Play-downs, Consultative device, Hedges, Understater, Downtoners, Committers, Forewarning, Hesitators, and Agent avoiders. Among the other type of politeness strategies, the modesty markers appear most frequently and the scope statement contrasts not found in coursebooks. Second, the realization of the types of politeness strategy in the coursebook generally employs modal verbs as a common way to state politeness in any texts especially in daily conversation texts (Wijayanto, 2014).

The second research that the writer read was from Ratih Tresnasih (2018) with the title “Politeness Strategies in an Interview between Desi Anwar and Queen of Denmark Margarethe II on CNN Indonesia ‘Insight with Desi Anwar’ Program”. There are two problems in this research, first is what strategies of politeness are used by Desi Anwar and Margarethe II, and second is what are the factors that influence Desi Anwar and Margarethe II to choose those strategies.. From the analysis, it could be concluded that there were 35 utterances which consist of 18 utterances by Desi Anwar and 17 utterances by Margrethe II. The writer found out that Positive politeness strategy by Margrethe II was dominating other strategies. It was based on factors of Margrethe II’s status and occupation as a Queen of Denmark which is higher than Desi Anwar. Therefore Margrethe II used this strategy to indicate that she wants to come closer to Desi Anwar (Tresnasih, 2018).

The third study that the writer read was from Qolidina Noviani (2014) with the title “A Pragmatic Analysis of Politeness Principle in Uptown Girls”. There are two problems in this study, first is what types of politeness strategies are used by the main characters’ in their utterances in Uptown Girls, and how is politeness principles underlying the preference of Uptown Girls main characters in choosing a certain politeness strategy. Positive politeness strategy was the most strategy that applied by Uptown Girls main characters. Positive politeness gets the highest position in the data because Molly wants to be friendly and respectful to Ray by omitting any gaps between them. Next, in the application of the maxims, Uptown Girls main characters mostly applied tact maxim in their utterances. Tact maxim gets the highest position because the main characters, especially Molly, are concerned more with giving benefit to Ray or the hearer (Noviani, 2014).

The differences between previous research and this current research are the main focus and the object itself. The previous research gives new insights to the writer and enrich this study even though the object is different, this study only analyzes the positive politeness strategy, therefore the study will be more focused on one strategy. In this study, the writer will analyze the positive politeness strategies in Zach Sang Show interview used by Niki and Zach. Zach Sang Show is a talkshow program based in America, mostly the guests are musician. The writer choose Niki and Zach as the objects of analysis because in the interview they used a lot of positive politeness types, therefore the writer can analyze why Niki and Zach used positive politeness strategy in that interview.

## 1.2 Statements of Problem

As the writer describe on the background above, people need to use politeness strategies in order to considering other people's feeling. In an interview at the talkshow, the guest stars speak whatever they want to say based on the question that is being asked by the host, the writer analyze the positive politeness strategy used in a talkshow. Therefore, the writer makes two questions in resolving the research problems, those are:

1. What types of positive politeness strategies are used by Niki and Zach in Zach Sang Show's interview?
2. How are positive politeness startegies applied by Niki and Zach in Zach Sang Show's interview?

## 1.3 Research Purposes

The purpose of this research is to provide the answer for the research questions, those are:

1. To find out what types of positive politeness strategies are used by Niki and Zach in Zach Sang Show's interview.
2. To understand how Niki and Zach applied positive politeness strategies in Zach Sang Show's interview.



#### **1.4 Research Significance**

The significance of this study is the writer hopes that this study will give benefits theoretically and practically. Theoretically, the results of this study are expected to enrich the study of conversation analysis, especially in politeness strategies. Practically, this study is expected to be useful for English learners to understand more about politeness strategies. Then, hopefully they can apply the strategies of politeness in their daily conversation or in some interviews related to the appropriate context. It will be constructive not only for English learners or students but also for the lecturers or teachers who teach this field of study. Besides, the next writer can take the advantages of this study by make it as an example and elaborate it in his own way.

#### **1.5 Organization of Writing**

This research is divided into five chapters, those are:

1. Chapter I : This chapter discusses the introduction of this research, it contains the background of the research, statements of problem, research purposes, research significance, and the organization of writing.
2. Chapter II : This chapter consists of theoretical foundation, it discusses the theory that is being used in the research, such as the theory of pragmatics and the theory of politeness strategy.

3. Chapter III : The third chapter discussed the methodology that is being used in this research, it contains the research design, data, source of data, sample of data, technique of collecting, and technique of analyzing data.
4. Chapter IV : This chapter conveys the findings and analysis of the data with the theory that is being used in this research.
5. Chapter V : This chapter is the last chapter of the research. It consists of conclusions of the research and the suggestions for the reader or the next writer.

