

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It's consists of the background of the research, the statement of the problems, the purpose of the research, the significances of the research, and the previous studies.

A. Background of the Research

Three Billboards Outside Ebbing Missouri is a comedy movie criminal United States released in 2017. Directed and written by Martin McDonagh and produced by Graham Broadbent, Peter Czemin and Martin McDonagh Tells the story of a single mother, Mildred Hayes, who is still grieving the rape and murder of her teenage daughter. This is what made her rent three old billboards near his house.

The reason of choosing these movie is that they depicts the lives of characters in interactive environments such as police stations, homes and others. his reason is reinforced by Irawanto's statement, which explains that films are recordings of realities that exist and develop in the society which are then raised to the screen (Irawanto, 1999). In addition, the researcher saw that from several scenes in the movie, there were many stories that could be analyzed using politeness strategies. However, on the other hand, this movie also has a lot of harsh and offensive comments, which give a different dimension to the factors that affect the movie's politeness. Analysis of factors that affect politeness can also analyze a person's social status in the surrounding environment more deeply.

Apart from that, several factors influence politeness strategies, which are called sociological variables and rewards. In deciding which strategy to use, the speaker works out the individual results of each strategy. In sociological variables, three factors influence strategy. These factors are the speaker's and listener's social distance, the speaker's relative power, and the rank of imposition coercion in a particular culture. They develop politeness strategies for the primary purpose of dealing with this face-threatening act.

In this research, researcher wants to know what is often shown in a movie's conversation to show Politeness when taking action. Besides, it can also be used as an excellent example to make requests, and the Politeness is carried out by characters in performing speech acts requests. So, based on the explanation above, the researcher conducts this research. Researcher is highly motivated to conduct a study entitled Politeness Strategies of Request in *Three Billboards Outside Ebbing Missouri*. In this case, the researcher analyzes the politeness strategy based on Brown and Levinson's theory.

B. Statement of Problems

This research aims to analyze the politeness strategies used by the characters in the *Three Billboards Outside Ebbing Missouri*, and the factors that influence the characters used politeness. Based on the background of the research above, the researcher does this research with the following research questions:

- 1) What politeness strategies of request are used in *Three Billboards Outside Ebbing, Missouri* movie?

- 2) What factors influence the characters to use politeness strategies of request in *Three Billboards Outside Ebbing Missouri* movie?

C. Purposes of The Research

Based on the research questions above, the objectives of this research are:

- 1) To describe the types of politeness strategies of request use in *Three Billboards Outside Ebbing Missouri* movie.
- 2) To find out the factors that influence the character's to use politeness strategies of request in *Three Billboards Outside Ebbing Missouri* movie.

D. Significance of The Research

The significance of this research are theoretical Significance and practical significance. This research can provide input (contribution of thoughts) and enrich knowledge related to pragmatics, in this case, concerning Politeness. This research is expected to help other researchers in their efforts to enrich pragmatics and find out what is revealed in language Politeness. Besides, increasing knowledge about talking or doing something must be done with full Politeness when talking to other people.

This can be used as a reference when learning English; the main focus is on Politeness. To provide a preview of Politeness in the context of family discourse, this study can complement suggestions in teaching and applying Politeness in the family, especially to get children to be more polite. In line with the research conducted, the authors hope that this research will benefit readers, including theoretical and practical uses.

E. Previous Studies

The previous study was researched in 2014 by Nasihin from Universitas Brawijaya with the title “*Politeness Strategies Used by The Main Character in Black Swan Movie.*” The problem of research what kinds of politeness strategies were and what kinds of politeness strategies were mostly used by Nina in the movie *Black Swan*. The study used a qualitative approach, especially the type of document analysis.

The other research was conducted by Hashmi entitled the title “*Pragmatics Analysis of Politeness Strategies Reflected in Nanny McPhee Movie in English.*” Language and Departure Study program, English Department of Language and Arts at Yogyakarta State University in 2013. This research was a pragmatic study of the politeness strategies used by the three main characters in Nanny movie McPhee in the context of family discourse. The purpose of this research was to identify the types of politeness strategies used by the main characters in Nanny McPhee movie and to describe how politeness strategies in the form of speech used by the main characters in Nanny McPhee movies. The study used a descriptive qualitative approach.

The difference between this study and the previous study is the chosen research object. This research object is *Three Billboards Ebbing Outside Missouri* movie. However, the previous study investigated the main character in Nanny McPhee movie. Besides, this research focuses on politeness strategies of request in *Three Billboards Ebbing Outside Missouri* movie. The similarities between this

research and the previous study are the research method, and the focus on politeness strategies.

Next, the research was conducted by Winerta entitled “*An Analysis of politeness Strategies in Requesting Used in Real Human and Non- Human Conversation on AVTAR Movie,*” the student of English Department Faculty of Language and Art of Padang, in the year 2012. This study analyzed the Politeness requesting strategy used by each character in the movie and analyzed politeness strategies. The results of this research found a politeness strategy in demanding human and non-human nature. The most used type of politeness strategy in this movie was negative Politeness.

The difference between this study and the previous study is the research object. This research object is *Three Billboards Ebbing Outside Missouri* movie. However, the previous study investigated the characters of humans and non-human in the Avatar movie. The similarities between this research and previous study are the research method and the collecting data technique.