CHAPTER I

INTRODUCTION

This is an introduction chapter of the paper. It deals with background of the reserch, statement, statement of problem, research objective, research significance, conceptual framework, research problem, and the result of previous studies.

1.1 Background of the Research

Politeness can be viewed from various aspects in daily life. One is politeness in communicating or commonly called politeness language. Politeness in regulation reflects language communicating verbally or language settings. Therefore, the language must contain difficult to understand meaning shared by the speakers and partners said. So is the case in a politeness speech, which contains the meaning of politeness. Leech State Politeness is form of behavior aimed at creating and maintaining harmonious interactions; again lacks the egocentric nature of politeness behavior (1983: 81).

The concept of politeness is about the scale of the cost and benefit of the politeness that related to the hearer and the speaker. Politeness becomes an important aspect in the society, it is used to recognize social culture within a community in a region and become one of the major topict in most and recent pragmatic research. It used often to analyze daily ordinary conversation among people. According to Goffman (1967: 5) every person lives in a world of socials encounters involving him either in face to face or mediated contact with other participants.

Basically, humans are social beings who cannot live alone and must interact with each others. As social beings, who are always interact with other people, then communication is a means to connect with people around them. In daily life, humans must always communicate whether it's a discussion or just greeting. According to James A. F. Stoner, the notion of

communication is a process in someone who tries to provide understanding and information by conveying messages to others. But sometimes not all communication goes smoothly, sometimes the hearer misinterprets what the speaker says.

According to Randy (2013: 2) human are complex beings and have many differents need to survive. They are free to do what they want such as sharing their ideas, feeling, and creativity. While human must remember that human is social creatures. As a social creatures, human cannot live without other. They need to have interaction to other by using language as tool for communcation.

Communcation is a social interaction that can occur whenever, with communication human can share any information. Communication can be done by using kanguage. Language is an instrument that we used to communicate. Jendra (2010) many linguists believe that humans are genetically programmed to learn language, it takes social contract to flip the switch that makes us talk.

Every interaction has reciprocity that the existence of a mutually sustainable culture similarity. Because in communication people throw away the norms of culture, the speech act just give ideas that are thought. Rotating procedures must be used in a community where they live and is used in community where they live.

Without language they cannot share information. There is one language that can be used to communication with each other to fulfill his or her own needs. In reaching the goal of communication, at least there will be two parties the speaker and hearer. In communication, people convey their interations and know others need through their utterances.

Sometimes when people communicate what they said is not always the same as what they mean. In other words, the speaker has another meaning behind what is said. The listeners as the partner of communucation have to be able to interpret this meaning since the speakers's intention is implicity stated. It occurs because they break from rules of conversation.

Beside that politeness sees it as a set of constraints normative and perspective rules how to interact with other. However, politeness principle that had been conducted in scope of literature, in the fact that most of literary works were created in form of written text not in form of conversational. Literary works has producted many feelings, ideologies, points of view, persepctives, truth experiences, life, value, histories, and others things.

Politeness here is involving minimizing the cost and maximizing the benefit to the speaker and the hearer. Leech (1983: 206-207) explained that politeness language basically should pay attention to six maxim politeness. First is tact maxim which minimizes cost and maximize benefit to other. Second is generosity maxim which minimizes benefit to self, maximize cost to self. Third is approbation maxim which minimizes dispraise and maximize praise of other. Fourth is modesty maxim which minimizes praise and maximize dispraise of self. Fifth is agreement maxim which minimizes disagreement and maximize agreement between self and other. The last is sympathy maxim which minimizes antipathy and maximizes sympathy between self and other.

Lakoff (1990: 34) stated that politeness is a system of interpersonal relation designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. Besides that, politeness expressive is divided into two such as: positive and negative politeness. Politeness positive which is the will referring to the image of himself somebody that all that is concerned with her it estimable.

While politeness negative is the wishes of someone to free without dropped by other participants, the desire to become independent, have freedom. According to Cutting (2002: 48) Positive politeness strategies aim to save positive face, by demonstrating closeness and solidarity, appealing to friendship, making other people feel good, and emphasing that both speakers have a common goal. Negative politeness is an utterance that gives a choice to hearer to do what speaker wants or ignore it.

1.2   Statement of Problems

According to the background explanation, Politeness Maxims can be found in daily conversations and sometimes in conversations as well and they can be seen as the reflection of human life. There are politeness maxims used in The Wonderfull Wizard of Oz by Lyman Frank Baum, because in the main characters, they are asking something and answering the questions with their attitude. It can be analyzed by maxims of politeness such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Negative and positive politeness. Based on the background above, there are some problems that can be formulated, as follows:

1. What maxims of politeness are used in the utterances in *The Wonderful Wizard of Oz* by Lyman Frank Baum?
2. What are negative or positive politeness used in *The Wonderful Wizard of Oz* by Layman Frank Baum?

1.3   Research Objectives

Through the research questions above, the research purposes are:

1. To identify the maxims of politeness used in *The Wonderful Wizard of Oz* by Lyman Frank Baum.
2. To describe positive and negative politeness expressed in *The Wonderful Wizard of Oz* by Lyman Frank Baum.

1.4   Research Significance

The writer apreciates children's book *The Wonderfull Wizard of Oz* (1900) by Lyman Frank Baum as one of Englis materpieces. This novel becomes one of calssic masterpiece. The book contains interesting plot and a modern fairy tale with a distincly American setting, and engaging fantasy characters, the story was enormously popular and become a calssic of children's book literature. Besides, there is other significance that will contribute development of theoretical and partical significant, as follow:

1. **Theoretical Significance**

   The researcher realizes as a student of English Department, this research is to learn more about Linguistic and order how to make good analyze in literary works. For other researchers this study will be comparison. And also for Linguistic Communities this research is expected to give knowledge about Pragmatic of the types of maxims and how the politeness maxims used in The Wonderfull Wizard of Oz by Lyman Frank Baum.

2. **Practical Significances**

   In practical significance, the findings of this research would give the information to the readers about the important of politeness strategies in communication. In addition, the researcher hopes that the finding of this study would also be useful for further researchers. The result of this study can be used as a reference in conducting research related to topic in the same field. The researcher hopes this research will give the readers the better understanding about maxims and study of pragmatics and this study will be reference making the research.

1.5 Conceptual Framework

In this point, the reseacher tries to relation between phenomena and the question which is submitted in this chapter. The conceptual framework is a structure which the natural progression of the phenomenon to be studied. It is linked with the concepts used in promoting and systemizing the knowledge espoused by the researcher Alan Peshkin (1992). According to Miles and Huberman (1994: 440), a conceptual framework lays out the key factors, construct, or variable, and presumes relationship them.

Based on the explanation above, here the researcher would explain the basic explanation analyze and answer the problem that submitted. To answear some research questions, the researcher would analyze the term and

definition of Politeness Maxims and conversation that contains many functions and types politeness.

Language is not only tool of communication but language is a channel to convey our feelings and allow us to create cooperation with others. Language have a function that is as a tool express themselves, the speakers is free to communicate or pay attention to who is the listener because everyone use the different language to communicate with each others, each person has a special language that is different from other tribal or nation consists or several sentences. Humans have advantages in communication, on of which is the presence of variety of language that are used as a means of coommunication with each others.

According to Ferdinan De Saussure, language is the most prominent distinguishing feature because with language people feels to be differet entity ech others in the process of communication interpreting a laguage is an important process to communication but information in the form of directly in a uttrance or indirectly in a writting because everyone has different interpretation.

In daily life, humans must always communicate whether it's a discussion or just greeting. But sometimes not all communication goes smoothly, sometimes the hearer misinterprets what the speaker says. The study of speaker's meaning is pragmatic. Pragmatics is the branch of linguistics studies those aspects of meaning which cannot be captured by semantic theory.

According to Crystal (1987: 120) Pragmatics studies the factors that govern our choice of language in social interaction and the effects of our choice on others. So, when we began to have a conversation without hearer we have to think which proper word or sentences do we have to use for the conversation. To make our Hearer could understand the context of the conversation. Sometimes Speaker must think harder or think twice to use the politeness word to the Hearer. So the politeness can be well featured in the communication.

Pragmatics is study of speaker meaning, it mean that concerned with the study of meaning as communicated by a speaker or written and interpreted by a listener or reader. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words mean by their utterances than what words or phrases in those utterances might mean by themselves. Pragmatics as utterances interpretation.

This term trends to be favored by those who take a broadly cognitive approach, but at the cost of focusing too much on the receiver of the message, which in practice means largely ignoring the social constrains on utterances production. It focuses almost exclusively on the process of interpretation from the point of view of the hearer.

From the definition of pragmatics above, it can be concluded that pragmatic is the study of meaning as communication by a speaker and interpreted by a hearer, involves the interpretation of what people mean in particular context and how the context influences as what it is said. One way to make a meaningful or proper and civilized conversation is by applying Politeness Principle. The politeness principle is a series of maxims.

According to Leech (1983: 206) has proposed as a way of explaining how politeness operates in conversational exchanges. Leech defines politeness as forms of behavior that establish and maintain feelings of attitude within the social group that is the ability of the participants in a social interaction to engage the interaction in an atmosphere of relative harmony. Politeness is a term used to describe the extent to which action, including how to talk, according to the perception of the speakers. Hearer sometimes choose a polite statements in interact to reduce friction between speaker and hearer. It makes speakers do politeness when said.

Brown and Levinson (1987: 72) state a speaker can minimize the FTA (Face Threatening Act) of an act by assuring hearers that the speakers consider to be at the same kind. Politeness is defined as using communicative strategies to create and maintain social harmony. As we

know, people generally behave in accordance with their expectation concerning their public self image. So every kind of acts intrinsically threatens those faces or self images. The act would lead to make the self image be positive or negative. According to Leech (1983), the politeness principle concerns with two participants of conversation those are *self* and *other*. The *self* conventionally is the speaker, while the *other* is the hearer or the addressee. The concept of *other* also refers tothe third side. The speaker must show his politeness to a third side, either presented or not. The politeness principles divided into six maxims there are:

First is tact maxim which minimizes cost and maximize benefit to other. Second is generosity maxim which minimizes benefit to self, maximize cost to self. Third is approbation maxim which minimizes dispraise and maximize praise of other. Fourth is modesty maxim which minimizes praise and maximize dispraise of self. Fifth is agreement maxim which minimizes disagreement and maximize agreement between self and other. The last is sympathy maxim which minimizes antipathy and maximizes sympathy between self and other.

1.6 Research Problem

The Wonderfull Wizard of Oz has many things to be analyzed. The analysis is going from some problems which have been questioned in the Statement of of Problem. In this part, the writer is interested in analyze the politeness maxims in the novel *The Wonderful Wizard of Oz by Lyman Frank Baum.* This novel make data source because, as one of the discourse type. There is a script dialogue or conversation that contains many functions and types politeness. It is stated in the selection of words in the dialogue of the character. With regard to this research politeness maxims can also be studies in a novel by using Leech's Politeness Principle's theory. That politeness maxims can be found in novels because there are converstations in novels that make it possible to find politeness maxims. A novel contains verbal conversations between characters that are expressed in dialogue and

nonverbal such as gesture. In addition, in a dialogue. That make it easier to discover politeness maxims.

1.7 The Result of Previous Studies

The studies about politeness maxims have been conducted by many people. There are discussed about politeness principle especially about politeness maxims and pragmatic analysis applies the theory by Geoffrey Leech.

The first study of politeness maxims was done a thesis entitled *A Politeness Maxim Analysis on The Dialogue of Date Night Movie* by Angraini Puspita Sandra (2011). In this thesis the writer suggests for understanding the definition of politeness principle, the most important element to make easier to analyze the violation of maxim in the context of politeness principle and hope the reader will be easier to know the message, the writer used Transcript of Date Night Movie dialogue as the unit analysis because there are many impoliteness words actually can be analyzed through its language using pragmatics theory and in this reserch the writer hopes can analysis the politeness principle based on other theories.

Second, a paper entitled *A pragmatic Analysis of Leech's maxim found in The Princess and The Frog Movie Script* by Puji Lestari (2013). In this research the character observe the maxim if the intention of speaker are same with what they say. But if the intentions are different means tge speakers are flouting the maxim, and the most dominant maxim that is by the characters in this research is approbation maxim, which is minimize dispraise and maximize praise of other. The dominant category of maxim is observing maxim the type of speech act used are assertive / respresentative, commissive, directive and expressive uttrance. Then the intention of speaker depends on the maxims which is pbserved or flouted by the characters. So the Politeness maxims in this reserch should be introduced and done since early, it is aimed to teach how to speak in polite communication, make a good social relation and more closely.

Third, the study of entailment is done by Ipan Sopiyan (2014) entitled *Politeness Maxims in Oprah Winfrey Talk Show: Micheal Talks To Oprah*. This first study being disscused were about twenty nine utterances that contain maxims of politeness principle where two utterances of tact maxim, sixteen utterances of approbation maxim, two utterances of modesty maxim, and nine utterances of agreement maxim in the talk show. The research uses descriptive qualitative method. Collects the data in the research is from the conversation in the *Oprah Winfrey Talk Show: Michael Talks to Oprah*.

Fourth, a journal entitled *Politeness Principle Analysis in Cartoon movie Entitled Stand by Me Doraemon* by Eko Mulyono (2016). This journal analyze about the researcher found 25 data of politeness principle. Approbation maxim is the maxim of the most numerous in the movie this is because the characters in this film seeks to avoid conflict and create an environment that is comfortable in a communucation. From this thesis analysis uttrances manners is very important conversation, this is because to create a comfortable athmosphere in the conversations so that both the speakers and the hearer no one feels offended or there was a misunderstanding in improved communication.

Fifth, a paper entitled *Politeness Maxims of main Character in Secret Forgiven* by Sang Ayu Isnu Maharani (2017).this paper analyze the application of politeness maxims in the conversations of main character in the drama *Secret Forgiven* by Valerine A. Klaus. Based on the principles the analysis also applies the theory by Geoffrey Leech as follows: Tact maxim, Approbation Maxim, modesty Maxim, Agreement Maxim, and Symphaty Maxim. However in the comparison of the number of the politeness maxims performed by main character. Therefore, the type of politeness maxim that often appeared in the main Character's conversation in drama *Secret Forgiven* are the approbation maxim and agreement maxim.

Sixth, an undergraduated paper entitled *An Analysis on Politeneness Principle Used by Students in Research in English Language Teaching in*

Classrooms Discusion by Betik Nurwidyawati (2017). The main point of this reserch the writer has found the six types of politeness principle that are used by the students. The maxim are: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and symphaty maxim. The agreement maxim is the dominant maxim that used by students in reserch in English language teaching 1 inclassroom discussion. In this analysis consist reserch in English language teaching 1 classroom discussion the lecturer wanted to connect the actual existing material to the previous student knowledge about the material.

Seventh, a thesis entitled *An Analysis of Politeness Maxims Found in Harry Potter Movie based on Leech's Principle* by Nia Damayanti Kurniasih (2017). The main point of her thesis was to analyze some politeness maxims. The data are clasified into six kind politeness maxims according to Leech's theory. There are 62 politeness maxims found in Harry Potter Movie, they are classified into; 29 data maxims agreement, 12 data maxim approbation, 16 data modesty maxim, 4 data maxim sympathy and 1 data maxim politeness. And the scale in causing politeness maxim are influence to this movie, the uttrance are influenced by the scale optionality scale and social distance scale is the most dominant scale used by the characters in Harry Potter movie, in this research.

Eighth, a thesis entitled *The Flouting of Politeness Principles in The Debates of Jakarta regionl Election in 2017* by Sri Hidayati (2017). In this thesis is talking about there are several things that people need to consider in doing interaction in communication including debate. One of them is being polite, especially for Indenosian people bacause Indonesia is famous for its characteristic that upholds frienliness and courtesy. It could be seen in the debate of the candidates of governor in Jakarta election. The candidates tried to defend their arguments. Consequently, sometimes they accidentally violated politeness principles in order to gain public's attention or to support their arguments. Based on this reason, the writer is interested conduct a study about politeness in debates.

Ninth, a thesis entitled *The Politeness Strategies of The Child Character Ted Wiggins in Dr. Seuss' The Lorax Movie* by Wisa Mania (2018). The main point of her thesis is about categorize positive politeness strategies and to analyze factors affecting the main character of *Dr. Seuss' The Lorax* movie's Politeness in the utterance and used Brown and Levinson's theory to categorize positive politeness strategies and to analyze politeness factors by the main character of *Dr. Seuss' The Lorax* movie. And this research uses the descriptive method. The objects of this research are the politeness languages found in *Dr. Seuss' The Lorax* movie script. The data are in form of sentences containing politeness strategies found in the script of *Dr. Seuss' The Lorax* movie, written by Cinco Paul and Ken Daurio based on the book by Dr. Seuss. Besides, the writer also made use *Dr. Seuss' The Lorax* movie as the secondary source to understand the situation involved.