

# CHAPTER I

## INTRODUCTION

This chapter has six sub-sections containing an overview of the research: research background, previous study, research question, the significance of the research, definition of key terms, and writing organization. Each sub-chapter is explained in detail so that the reader can understand the contents of this study.

### A. Background

Politeness is one of the essential aspects of speaking in social life. People often measure an individual's level of politeness through how they speak and behave. A person's personality can be seen from his respect for others, especially for more mature people. The social context and where a person communicates affect how they speak (Holmes, 2013). Other factors that affect politeness in one's way of speaking can also be seen from the situation, the closeness of the speaker's relationship with the other person, social background, character, age, and gender.

According to Lakoff (1990: 34), politeness is a system of interpersonal closeness created to facilitate the social interaction of each individual by minimizing the potential for conflicts that generally often occur in social life. According to Van Herk (2012), politeness is an act of social interaction by behaving well and speaking well to the other person. Politeness in speaking is needed to show respect for one another.

Politeness in communication has become a study in the field of linguistics. The science that studies politeness is pragmatic. Being polite in pragmatics involves polite behavior and politeness in choosing language when speaking. Politeness in speech is important because each country has a different tolerance for politeness. In Indonesia, politeness in speaking has become the norm, and the culture of the people, of course, in various other countries, also has a different tolerance for politeness.

According to Leech (1983), speaking by considering the aspect of politeness also provides valuable benefits not only for yourself (speakers) but also for others as the interlocutor/listener. The benefit itself will be the advantage of a person's social image in the eyes of society. It is necessary to consider the listener's feelings in using language because politeness is an essential aspect of communicating (Wardhaugh, 2006). Politeness in speech acts needs to be used so that the interlocutor can understand the message without misunderstanding. Politeness can help maintain good relations between individuals to create good communication.

Then, there is a theory of 'face' or a sense of social self-image in politeness theory. In 1987 Brown and Levinson developed this theory and used this theory to save face. The '*face*' is a person's form, and respect that a person has for himself, or in other words, is the way he maintains his self-respect in public. Usually, people try not to embarrass or make others feel uncomfortable (Brown & Levinson, 1987). Usually, two people who interact will keep each other's faces to avoid facial threats.

In terms of faces, there are Face Threatening Acts (FTA's), which violate the listener's need to maintain the dignity of the listener. This FTA occurs when a speaker says something that risks threatening the listener's face or an unpleasant action, and this also occurs when the speaker's speech does not match what the listener expects. Threatening the listener's face here means that the speech of a speaker can cause the listener to feel offended, uncomfortable, embarrassed, humiliated, and even disappointed.

Social distance is an essential factor in politeness behavior. According to Leech (2014), determining social distance is considered from the relationship between speakers and listeners in a particular situation and is measured by how well they know each other. Usually, a person's level of politeness in speaking will decrease because the other person is a close friend.

In daily life, it is often seen the way someone speaks will look polite to the other person he has just met, and the situation will be different if the speaker is talking to his close friend, politeness in speaking may not be used. For Example, in a group, we can say "*shut up!*" to friends as a sign that we are disturbed by their noise, but when surrounded by adults in a formal situation, we should say "*sorry, I can't hear what they are saying.*" We must adjust and choose words according to the social situation to be accepted by the listener without threatening the face.

The discussion of politeness requires a lot of justification to convey the meaning of politeness. Politeness is better applied by anyone and in various situations, especially for an artist who often meets many people requiring them to use politeness in speaking. One artist and singer who uses politeness strategies in

speaking is Avril Lavigne. Avril Lavigne is a Canadian singer and songwriter. Pop Punk Queen is a nickname for Avril created for her influence and achievements in the music industry. At the age of 16, Avril started her career until she was successful from 1999 until now.

Besides Avril Lavigne, the researcher also finds politeness strategies in Zach Sang's speaking style. Zach Sang is a well-known internet radio broadcaster known among young people to adults. Zach is the talk show host on the US-based Zach Sang Show, and Avril Lavigne is one of the guests on the show, which airs on the YouTube channel. Zach has interviewed many celebrities, especially musicians.

Politeness strategies are a broad area to be researched. Therefore, several previous researchers have conducted studies on politeness strategies but with different focuses and contexts. The first study was conducted by Sari (2018), which analyzed *"Donald Trump's Politeness Strategies in Interview with News Anchor of ABC News."* This research focused on analyzing the politeness strategies used by Donald Trump in the interview with David Muir, an ABC news anchor.

This research used Brown & Levinson's theory and found 48 data from ABC video interviews. Donald Trump used all types of politeness strategies: Bald on record, positive politeness, negative politeness, and off-record. This research shows that Donald Trump used positive politeness strategies more often. In American culture, they often used the type of positive politeness used by Donald Trump. Moreover, Donald Trump is a president who must use politeness when speaking.

The second study was conducted by Ayuningrum et al. (2018), which analyzed *"An Analysis of Politeness Strategies Applied by The Members of UKM Debate, The University of Bengkulu."* This research shows that members of Bengkulu University debate UKM used all kinds of politeness strategies in their debates.

The politeness strategies they mostly use are positive politeness with almost 50% of the data. Allegedly because UKM members want to create good kinship and closeness between each other, of all the strategies, they only used six sub-strategies, namely: cases non-minimization of the face threat, avoid disagreement, include both speaker and hearer in the activity, being optimists, using metaphor, and be conventionally indirect. The data found that members of this debating UKM often used the same types of strategies due to limitations in mastering other strategies and other supporting reasons.

The last research was conducted by Hasmi (2013) titled *"A Pragmatic Analysis Of Politeness Strategies Reflected In Nanny McPhee Movie."* This study focused on analyzing the politeness strategies used by the characters in the Nanny McPhee movie. The researcher obtained a total of 104 data. Among the politeness strategies, the most widely used are politeness strategies with 46 data, followed by bald on record with 31 data, 15 data including negative politeness, and 12 data off-record politeness. According to the research, the main character in this movie most often used politeness strategies in speaking, especially to the children. In realizing this politeness strategy, the character in the Nanny McPhee movie used these sub-strategies, namely bald on record, positive politeness, and off-record strategies.

The difference between this study and the research above is that it analyzes the speeches of American presidents, students, and characters in films. Meanwhile, in this study, the research object is an artist and presenter.

In this study, the researcher analyzed the types of politeness strategies and the factors that became the reasons Avril Lavigne and Zach Sang used politeness strategies in their interview on the Zach Sang Show YouTube Channel. The researcher chose Avril and Zach's conversation in this analysis because they wanted to know how Avril as an artist, and Zach as a host, interacted in an interview. Another reason is that the researcher found many politeness strategies used in Avril and Zach's video interviews.

Based on these reasons, the researcher is interested in conducting a research entitled *"Politeness Strategies in Zach Sang Show: Avril Lavigne Talks Head Above Water, Sk8er Boi, Billie Eilish & Upcoming Tour,"* which was analyzed Brown & Levinson's theory (1987).

## **B. Statement of Problem**

Politeness strategies in speaking need to be applied, especially to consider the feelings of others so that misunderstandings do not occur when communicating. In an interview, politeness strategies can be determined from how close the guest star and the host are. The researcher analyzes the use of politeness strategies in an interview. Therefore, to solve this problem, the researcher divides the problem into two points, they are:

- a) What politeness strategies are used by Avril Lavigne and Zach in Zach Sang Show: *Avril Lavigne Talks 'Head Above Water, Sk8er Boi, Billie Eilish & Upcoming Tour'*.
- b) What are the factors that influence Avril Lavigne and Zach's used of politeness strategies in their interviews?

### C. Research Objective

Based on the research questions that have been stated above, the objectives of this research there are:

- a) To find out the types of politeness strategies Avril Lavigne and Zach used in the interview.
- b) To find out the factors that influence Avril Lavigne and Zach used politeness strategies during interviews.

### D. Research Significance

This research is expected to provide theoretical and practical benefits. Theoretically, it is hoped that the results of the data findings in this study can be a reference and understanding for readers regarding pragmatic learning, especially in the study of politeness strategies using Brown & Levinson's (1987) theory. The researcher hopes that this research can provide a little overview of the use of politeness strategies, especially on the object of the interview, and complement the

shortcomings of previous research in the same field to serve as examples of further analysis.

Practically, the researcher wants to know what politeness strategies an artist used, Avril Lavigne, when interviewed and Zach Sang as a presenter so that both the researcher and the readers can see the importance of politeness and pay more attention to politeness in communicating. The researcher hopes that with this research, readers can practice politeness strategies well so that listeners can understand the message conveyed by the speaker well without causing misunderstandings and offending the listener's face in conversation.

#### **E. Definition of Key Terms**

To clarify the content of this research and avoid misunderstandings, the researcher needs to explain the terms used in this study. As follows:

- Politeness is a system to prevent conflicts and misunderstandings in the relationship between humans when interacting used to avoid actions that can offend the listener (Yule, 1996).
- FTA is an action that can threaten the listener's face, making the listener feel embarrassed and uncomfortable (Brown & Levinson, 1987).
- The 'face' is a public self-image that someone wants to have. The face is divided into two, namely, positive face and negative face. A positive face needs to be appreciated, while a negative face does not need to be disturbed.



- Politeness strategies are strategies used in interacting to save the listener's face when actions that can threaten the listener's face cannot be avoided.
- Bald on record is a strategy used for speakers and interlocutors who are already good friends because this strategy does not pay attention to saving the listener's face. Usually, speakers will make listeners feel embarrassed or slightly uncomfortable.
- Positive politeness is a strategy used by speakers and interlocutors who are less close to show interest in the listener's needs and want to be closer because this strategy offers a caring and friendly attitude.
- Negative politeness is a strategy carried out by the speaker without showing a kinship attitude to the listener. It can be a sign that there is social distance and awkwardness between the speaker and listener.
- Off-record is a strategy carried out by speakers who want to take actions that threaten the face but do not want to be responsible for the impact so that the speaker allows the other person to conclude for himself what the speaker means.
- Pay-Off is a priority consideration, which means that the speaker must consider the benefits of the politeness strategies used. This pay-off is formed from the results of the speaker's response when using politeness strategies.
- Sociological variables contain aspects of sociological variables such as social distance, namely the relationship between speakers and listeners. This aspect is used to keep the listener's face. It can be seen that the more

polite a person's speech means, the more distant the social distance between the speaker and the listener.

## **F. Organization of Paper**

This research is divided into five chapters, they are:

Chapter I discusses the introduction consisting of the background of the study, statements of problems, research objectives, research significance, conceptual framework, and organization of writing.

Chapter II discusses the theoretical review, discussing the theories used in this research, such as pragmatic theory Brown & Levinson's theory of politeness. This chapter aims to explain in detail what theories are used.

Chapter III discusses research methods consisting of research design, sample data, source of data, the technique of collecting data, and analyzing data. This chapter shows the data and methods used to analyze the sample data.

Chapter IV is a discussion of findings and discussion. This section shows the analysis of the data found about politeness strategies using the theories and methods described in the previous chapter.

Chapter V is the last chapter which contains conclusions and suggestions for readers. This chapter is the concluding chapter of all chapters.