

CHAPTER I

INTRODUCTION

This chapter provides an outline of the research. It consists of seven parts. The first part is the background of the research. This part includes information related to phenomena that are relevant to the research topic. The second part is a research question which contains questions to be answered in this research. The third part is research objective. This part describes the purpose of this research. The fourth part is research significance which explains the benefits of research. The fifth part is previous research. The sixth part is conceptual framework. The seventh part is the organization of paper.

A. Background of The research

Movie can be interpreted as a medium of entertainment that is liked by many people from various circles, both young and old people. Everyone like movie because movie is moving images that are accompanied by sound elements and covered with a unique story. Not only that, everyone has the opportunity to watch movies easily, for example, watching movies on television, cinema or smartphone screens. According to Hornby, movie is a story formed from a series of moving images and can be shown on television or in cinemas (Anggraeni et al., 2018: 3). In a movie, there are some elements that can compose the story so it can be conveyed and understood properly.

One of the important elements in a movie is the character. In a movie, a character has a conversation with another character. Conversation is a communication activity that involves at least two people, the speaker and the listener. According to Pridham, conversation is an interactive verbal communication involving two or more people (Pridham, 2001: 2). Therefore, it can be said that a movie is a reflection of real life because in it there is a picture of communication activities carried out by humans in real social life.

Communication itself can be defined as an activity in human's daily life to exchange information, express their ideas and feelings with each other. Thus,

humans need language as a tool of communication. According to Wardhaugh language is a system of sound symbols produced by human speech and used to communicate with other people (Mesthrie et al., 2009: 1). A speaker need to use good language when communicating with his partner so, the speaker's speech is easily to understood by the speech partner. Thus, the language used in communication has meaning. In addition, the way for communication participants to understand what is being said, they also need to understand the context, so that communication can run smoothly. The study that discusses the meaning of speech and its context is pragmatics.

Pragmatics is the study that more discuss about what people mean by their utterance than what the words or phrases in those utterances (Yule, 1996: 3). It can be interpreted that the main discussion in pragmatics is to examine the utterances expressed by the speaker and understanding the meaning of the utterance which can occur in various contexts. Besides, speaker must pay attention to the self-image of others when making utterance or communicating. It means, the utterance spoken by the speaker should not offend or loss others. One of good communication is use politeness.

Politeness can be defined as an ethic in society where the speaker uses good words, and pays attention to situations such as the time, place and person being spoken to. There are several experts who argues the concept of politeness in pragmatics. This research will focus on politeness strategies proposed by Brown and Levinson, and politeness principles proposed by Geoffrey Leech that contained in one of the literary works, namely movie.

Examining movies as an object using pragmatic studies is an interest thing. Because, apart from being an entertainment medium, movie can be used as a medium to study politeness in conversations. Politeness can be found in movie when character communicate with other character. The purpose of researching politeness in a movie is to find out how the characters apply politeness when talking to other characters. For example, in what situations and with whom does a character use politeness when speaking. One of the movie that can be used as objects of this research, that related to the politeness is animated movie entitled *Onward*.

Onward is an animated movie released in 2020 by Walt Disney Pictures, where this movie won the nomination for favorite family movie at the people's choice awards in 2020. This movie takes a story in a family environment. This research chose *Onward* movie as the object, because it is interesting to find out the use of politeness in the family environment of the movie.

This research will focus on utterance that contains politeness strategies and politeness principles from the main characters in *Onward* movie namely, Ian and Barley. The main characters in this movie are described as siblings. Then, the researcher found the utterance that contains politeness, such as in conversation (1):

(1) Barley: hey...Ian!

Ian: hey, barley... Yeah, we're actually gonna take the bus...

Barley: *the bus?! Nay! I will give you and your companions transport upon Guinevere!*

The conversation (1) occurred between Barley and Ian when they were at school. At that time Ian would invite his friends to attend his birthday party. That is why Ian said "we're actually gonna take the bus". Hearing about that, Barley took the initiative to give Ian and his friends a ride. Barley's utterance above where he said, "I'll give you and your friend the transportation over Guinevere!" is included in the positive politeness strategy. The utterance show that Barley offer and promised to give Ian and his friends a ride. Barley as the speaker said that utterance because he wanted Ian as his hearer to feel cared. As for the politeness principle, the speech is included in the generosity maxim. Because Barley maximizes cost and minimize benefit for self.

Based on the explanation above, it can be seen that there is politeness in the *Onward* movie, to find out more about that it will be discussed in this research. Thus, the researcher interested to examine how politeness strategies and politeness principles are used by the main characters when communicating.

There are several researches that have discussed politeness. The first, the research by Mulyono (2016). This research found compliance with the maxim of politeness principle and politeness scale in an animated movie. The second is the research by Ruansyah and Rukmini (2018) entitled *The Host's Politeness Strategies in Ellen Degeneres Reality Talk Show*. This research shows that politeness

strategies used by the host when talking to the guest stars. The third is research written by Fridolini et al. (2021). The results of this research indicate that the characters in *Little Women* movie use politeness strategies when communicating. The fourth is thesis written by Noviani (2014). The results of this research indicate the use of politeness strategies and principles by main characters in movie.

Based on the research that has been done, the researcher is inspired and interested in observing politeness in conversations contained in the movie. Thus, the researcher chose *Onward* movie to be the object of research related to politeness. This research will focus on examining the types of politeness strategies and politeness principles used by the main characters, namely Ian and Barley in *Onward* movie.

B. Research Question

This research aims to analyze the politeness strategies and politeness principles used by the main characters in *Onward* movie. Based on the research background above, the researcher formulates the research problem as follows:

1. What types of politeness strategies are used by the main characters in *Onward* movie?
2. What maxim of politeness principles are used by the main characters in *Onward* movie?

C. Research Objectives

This part intends to describe the objectives to be achieved in the research. Based on the questions that have been noted in the previous point, this research sets two objectives as follows:

1. To find out the types of politeness strategies used by the main characters in *Onward* movie.
2. To identify the maxim of politeness principles used by the main characters in *Onward* Movie.

D. Research Significance

Theoretically, this research is expected to add insight in pragmatics. Especially regarding the discussion of politeness strategies and politeness principles used in movie. Meanwhile, for practical benefits, this research is intended to be used as a reference for further research, especially concerning politeness. This research is also useful for readers or students to learn about language politeness in pragmatic studies.

E. Previous research

There is several previous research that discuss politeness. The first research was written by Mulyono in 2016 entitled *Politeness Principle Analysis in Cartoon Movie Entitled Stand by Me Doraemon*. This research used Geoffrey Leech's theory for politeness principles and Robin Lakoff's theory for politeness scale. The results of this research found that there were 25 utterances that obeyed the principle of politeness. Approbation maxim is the type that is most commonly found in the movie because the characters try to make the environment when communicating comfortable. This research provides an illustration of how the politeness principles is used in a cartoon movie. Geoffrey Leech's theory of the politeness principle used in this research helps the researchers to understand how to analyze the politeness principle in a cartoon movie.

The second, is a research conducted by Ruansyah and Rukmini in 2018 entitled *The Host's Politeness Strategies in Ellen Degeneres Reality Talk Show*. The theory used in this research is the theory of politeness strategy initiated by Brown and Levinson. The purpose of this research is to find out how Ellen as the presenter applies politeness strategies and it realization in her speech when talking to guest stars. The results of this research found 107 data included in the politeness strategies. In conclusion, this research found that the presenter, Ellen, used the four strategies of politeness strategy. Positive politeness is the type of strategy that most used by Ellen with the claim common ground for the realization

The third is a research entitled *Politeness Strategies Reflected in Little Women Movie by Greta Gerwig*. This research was written by Fridolini et al in 2021. This research aims to find the use of politeness strategies in Little Women movie by using Brown and Levinson's theory of politeness strategies. Then, discuss about relative distance that influence the use of politeness strategies. This research found all types of politeness strategy from Brown and Levinson consisting of bald-on record, positive politeness, negative politeness and off-record. This research showed how the characters in *Little Women* movie use politeness strategy when communicating based on relative distance with the interlocutor. The strategy that often used in the movie is positive politeness. This research can help researchers to understand the use of Brown and Levinson's theory of politeness strategies in analyzing conversations in movie.

The fourth is thesis written by Noviani in 2014 with the title *Pragmatic Analysis of Politeness Strategies and Politeness Principles in Uptown Girls*. This thesis focuses on analyzing the main character's utterances containing politeness strategies and explaining the politeness principle that underlies the main character's option in choosing politeness strategies. This thesis used Geoffrey Leech's theory of politeness principles and Brown and Levinson's theory of politeness strategies derived from Watts's (2003) book. The results of this thesis found 41 data included in politeness strategies and politeness principles. Based on this research, the researcher got the idea to analyze the politeness used by the main character in a movie by using the theory of politeness strategy and the principle of politeness.

F. Conceptual Framework

This research uses pragmatics approach to find out politeness by main character in *Onward* movie. Politeness is a way that speakers can use to respect the self-image of others. This research discusses the use of politeness strategies and politeness principles in *Onward* movie.

Politeness strategies used in conversation to minimize action that can threaten the face of communication participants. According to Brown and

Levinson's theory (1987), there are four types and each type of politeness strategy has different purpose. The bald-on record strategy shows that the speaker does not want to minimize the threat to the other person's face. Positive politeness is used when speaker wants to show familiarity with hearer. Negative politeness is used to minimize threats to other's negative face. And off-record is used when speaker uses speech indirectly in order to minimize face threatening act (FTA).

Politeness principles used in conversation to maintain a feeling of togetherness in social groups. According to Leech's theory (1983), there are six maxims in the politeness principle, including, tact maxim, generosity maxim, modesty maxim, agreement maxim, approbation maxim and sympathy maxim.

G. Organization of Paper

This research is organized into five chapters. This was done to facilitate the preparation of this research. For an explanation of the contents of each chapter as follows:

Chapter I, an introduction, it consists of the background of the research. After that, there are research questions, research objectives, research significance, previous research, definitions of key terms and organization papers.

Chapter II, theoretical framework, it contains an explanation of theories related to research. It presents an explanation of politeness, politeness strategies, and politeness principles.

Chapter III, a research methodology, this chapter consists of research design, source of data, sample of data, technique of collecting data and technique of analyzing data.

Chapter IV, finding and discussion, it presents data findings and analyzing of politeness by using theories related to research.

Chapter V, a conclusion and suggestion, this chapter contains the conclusions that have been obtained from the analysis of politeness strategies and politeness principles. Coupled with suggestions for readers and future researchers.