

CHAPTER I

INTRODUCTION

A. Background of the Study

Maro Lytra is a Facebook account that often shares video clips about a certain phenomenon that always attracts the attention of social media users, one of which is the phenomenon of hunger that was shared on November 24, 2021. The phenomenon of hunger, entitled “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People” is a video that shows a group of people having a dinner party while on the other hand there are people whose lives are deprived and can barely eat. Even to just eat, they have to be willing to stand in line to get a plate of food, whether it will be enough for their family or not. The phenomenon of poverty shown in the video occurs in Rohingya people in Rohingya refugee camps, but what is shown in the video mostly are poor people in Africa. The impact of poverty does not only happen to adults, but children also get a tremendous impact, because children need adequate nutrition for the process of growth and development. The real impact of poverty is shown in the video, namely that babies are only given empty water bottles so that their bodies look very thin and sad. Some children are also malnourished due to hunger. Not only that, the environment in which they live also looks very dirty and unhealthy. This, of course, invites many responses from social media users regarding the contrast between reality.

The difference in life shown in the video encourages social media users to express their sympathy for the poor. Not only expressing sympathy, on the other hand, many social media users actually give criticism. When viewed as a whole from the response of social media users, critique is the response that is given the most. The critique was directed at rich people because they did not want to provide assistance to the poor. There are also those who criticize the poor themselves, and even criticize the people who sympathize and offer prayers to the poor in the video. These are the example of criticism utterances used by social media users in criticizing the Maro Lytra’s Facebook;

It breaks my heart to see them eating like dogs, why those rich can't spare a part of their wealth for their soul. God will surely bless those who less in life will be bless. The Lord will protect, provide all their needs (FB/009/Judith).

The utterance above is uttered by Judith. The utterance shows the attitude of the speaker who feels sad and regrets why rich people don't help the poor people to make their lives better. Therefore, the utterance above is included in the disapproval strategy.

Poor people to much kids, rich people few kids only (FB/008/Criselda).

The utterance above is uttered by Criselda. The utterance above is included in the identification of problem strategy. Criselda appoints directly the problem of why poor people have many children without thinking about their economic stability. Meanwhile, people who have a lot of wealth tend to have few children.

The phenomenon above becomes interesting to study because of the large number of social media users who responded to the video to criticize the phenomenon of hunger shared by Maro Lytra's Facebook account. It is also important to study because criticism can occur in human social interactions every day, both direct and indirect interactions.

Social phenomena show that criticism occurs between speakers and hearers in social interaction, so this research has a very close relationship with sociopragmatics where sociopragmatics is used to analyze utterance of language that occurs in social interaction. According to Leech (1983, pp. 10-11) Sociopragmatics is a branch of pragmatics that examines how social interactions occur in society. According to Levinson (1983, p. 9) pragmatics is the study of language and its relationship to context. The relationship between language and its context is grammatical or encoded in the structure of the language.

Basically, criticism is a response from one person or group of people to a certain phenomenon. When the speaker criticizes a certain phenomenon, the criticism utterance will be categorized into one type of criticism. The type of criticism made by the speaker can be influenced by the area where he lives (Anisah & Safari, 2020). The criticism utterance made by the speaker will be classified and mapped based on politeness theory according to Brown & Levinson (1988 pp. 94-227). According to Brown & Levinson (1988) to maintain self-respect and respect for the hearer for violating the hearer's needs is called face-threatening action. To save face people are advised to use politeness strategies.

Based on the description above, people can see that the phenomenon of social interaction such as criticizing occurs in everyday life, whether the interaction is carried out directly or indirectly, namely through social media, such as Facebook. This research

intends to complement previous research that discusses criticism. The purpose of this research is to describe criticism strategies used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”, and to clarify the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”. The data used in this study are the utterances that are included in the criticism utterances on Maro Lytra's Facebook. Sources of data in this study are some of the utterances contained in Maro Lytra's Facebook comment column. The theory used to analyze the data is the theory of criticism from Nguyen (2005) and the theory of politeness from Brown & Levinson (1988). Finally, this research entitled “**Criticism Utterances Found in 'So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People' By Social Media Users**”.

B. Limitation of the Study

In conducting research, it is necessary to have restrictions so that our research focuses on the things that we are going to examine.

The data in this research are utterances which are categorized as criticism utterances found in Maro Lytra's Facebook. The data source in this research are utterances which are found in Maro Lytra's Facebook column comment. The aims of this research are to describe criticism strategies used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”, and to clarify the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”. The data are analyzed using the theory of criticism utterances proposed by Nguyen (2005) and the theory of politeness strategies proposed by Brown & Levinson (1988).

C. Problem Statement

The problem statements will be discussed in this research are :

1. What criticism strategies are used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”?
2. What politeness strategies are used by social media users in criticizing the Maro Lytra's Facebook “So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People”?

D. Objective of the Study

Based on the problem statements, the objectives of this research are :

1. To describe criticism strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People".
2. To clarify the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People".

E. Significance of the Study

1. Theoretical significance

This research will contribute to knowledge related to pragmatics, especially sociopragmatics.

2. Practical significance

- a. Students of English Department

This research is expected to be able to provide broader information about the criticism utterances and politeness strategy for students who are studying pragmatics, especially sociopragmatics. This research is also expected to be used as a reference for other English education students who will conduct research about pragmatics.

- b. Further researchers

This research is expected to be able to be used as a reference for other researchers who want to investigate more deeply about pragmatics, especially in criticism utterances and politeness strategies.