

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, children are enthusiastic about digital visual media. Digital visual media provides children with a lot of entertainment, education, etc, therefore parents should be selective to provide some contents for their children. One of the favorite media for children is the movie. From the movie, they do not only receive good things but also bad things. Children can immediately imitating what they see and what they hear from the movie. Especially in the character's actions, the character's language, etc.

To study about character's language especially in their language and context, we need to study the pragmatics. According to Levinson (1983:9), pragmatics is the study of those relations among language and the context that are grammaticalized, or encoded in the structure of a language. The scope for pragmatics would include the study of deixis, presupposition, speech acts, implicature, discourse analysis, conversation analysis, politeness, etc. As stated by Levinson (1983:7) pragmatics studies about the language form by using a functional perspective, it tries to describe the surface of linguistics structure by using non- linguistic pressures and causes. Yule (1996:3) stated that pragmatics is a division of linguistics studies that deals with how the meaning conveyed by speakers (or writers) and how it is understood by the listener (or readers). One of the scopes of pragmatics is politeness, in politeness, we study about how to be polite with other during communication. In communication, people not only use polite words but also impolite words. People should learn about impoliteness to avoid impolite words during communication.

There are many previous researches about analyzing impoliteness for example, Keykhayee (2013) studied the usage of impoliteness strategies employed by Sistani students in the realization of request speech act. The data were gathered

according to the Culpeper's (1996) impoliteness framework. Nikoobin and Shahrokhi (2017) analyzed the impolite complaint strategy that used by Iranian EFL learners and native speakers in relation to social distance. This research aims to determine if there were significant differences among the strategies used by every group and if there was a significant difference among Iranian native speakers of English. Rosa (2017) analyzed the types of the impoliteness strategies that occur in the *The Fault in Our Stars* movie, to categorize the type of counter-strategies used in the film, and to investigate the relationship between power level difference and the choice of strategies. The data used in this research have been obtained by the author are written into a card contains data that has been taken in the script of the film. Hammod (2017) investigated the Culpeper's (1996) impoliteness strategies in English and Arabic Facebook comments. The study aims at describing the types of impoliteness strategies used by facebookers in online contexts, and what factors may affect this use. Mirhosseini et al (2018) analyzed impoliteness strategies between two characters (male and female) in the movie by Ali Hatami under the title of "Mother". The data used in this research is eight extracts of the movie have been chosen for investigation of impoliteness strategies which have been employed by the male and the female characters. Wijayanto et al (2018) analyzed the intentions and motivating factors of using impoliteness in interlanguage complaints by English as a Foreign Language (EFL) learners. Empirical data were elicited by means of oral discourse completion tasks and questionnaires from 42 Indonesian learners of English. Erza (2018) analyzed the strategy of impoliteness used by haters on Instagram comment artists using the pragmatic approach. The purpose of this study was to find the type of impoliteness strategy used by hater on Instagram artists. The data was taken from the comments contained in the Instagram @lambe_turah account. Lambe_turah account is an Instagram account that popular among the people because it focuses the artist's daily time. Shinta (2018) analyzed the impoliteness strategies used by supporters and detractors of Ahok differed by their gender in their online comments based on Culpeper's theory (1996). Akbari and Hajizadeh (2018) examined Iranian university

students' perception of instructors' and students' uncivil behavior. The data collection procedures lasted around a whole semester as participants ranged from different provinces of Iran. A total number of 114 university students (59 females and 55 males) participated in the study. Matondang (2018) analyzed impoliteness strategies in 2016 USA Presidential Election Debate. The data from this study was a debate dialogue from transcriptions of Donald Trump and Hillary Clinton in the first debate of presidential elections taken from the internet.

Here, the writer's position is to study impoliteness strategies, the social position and the social distance on impoliteness in Akeelah and the Bee movie. So, the researcher identifies what are the impoliteness strategies used in Akeelah and the Bee movie entitled "IMPOLITENESS STRATEGIES FOUND IN AKEELAH AND THE BEE MOVIE".

B. Problem Statement

Based on the background of the study, the researcher intentions to examine the problems, as follow:

1. what are the types of impoliteness strategies used by characters in Akeelah and the Bee movie?
2. what are the differences of impoliteness strategies used by male and female in Akeelah and the Bee movie?

C. Objective of the Study

Based on the statement of the problem above, the aims of the study are to describe:

1. the types of impoliteness strategies used by characters in Akeelah and the Bee movie
2. the differences of impoliteness strategies used by male and female in Akeelah and the Bee movie

D. Significance of the Study

1. Theoretical Significance

The theoretical significance of this research are:

- a. giving contributes to language studies especially in impoliteness strategy, and
- b. the result of the research paper can be used as a reference in analyzing impoliteness strategy used in Akeelah and the Bee movie.

2. Practical Significance

There are some practical significance namely:

- a. for English teachers, the result of the study might be used by the teacher as reference to avoid the impoliteness during teaching-learning process, and
- b. for students, the result of the study might be used to avoid the impoliteness during teaching-learning process.