

CHAPTER I INTRODUCTION

A. Background of the Study

In a human's existence, language plays a crucial part in facilitating communication. In every social contact, communication produces interpretation, claims Spencer (2008:53). Every person has a unique way of communicating because they need to know how to translate a conversation's meaning into many forms of communication in daily life. Interpretation is dependent on the context and is connected to what the speaker says.

There are many way in communication, one of them is a spoken communication. It spoken communication at least needs two participants, a speaker and a hearer, both of them should convey and understand the speaker's feeling, thought and desires. Pragmatics is a study in linguistics, which concern a proper theory to study the meaning of the speaker and hearer's utterance.

The study of pragmatics focuses on how a speaker (or writer) conveys meaning and how a listener interprets that meaning (or reader). It focuses on interpreting what individuals said in a certain context and understanding what speakers mean by what they say so that decision-makers may choose the best language and style to communicate messages (Yule, 1996: 3).

When interacting with someone, being polite entails paying attention to their face (Yule, 1996:60). Many linguists have utilized Brown and Levinson's theory of politeness, which is said to be universal, to explore politeness in a variety of languages. Politeness was also utilised in the movie's discourse according to the pragmatic research.

Nowadays, impoliteness has also recieved much attention. Many studies have explored it in many areas, for examples: impoliteness strategies used in daily mail's comments (Yulidar, 2017); the impoliteness strategies in republican party's debate of donald trump (Kurniawan, 2017), impoliteness strategies in *jane eyre* movie (a pragmatic perspective) (Wulandari, 2017), the impoliteness strategies found in *clark story* movie (Yaningsih, 2015),

impoliteness in criticism in *vlog* (Rosanti, 2016), impoliteness and mock-impoliteness in *Dom 2* (Furman, 2011), intercultural impoliteness (Kecskes, 2015).

The author discovers by reviewing earlier studies that impoliteness has been the subject of inquiry. The writer is interested to analyze the new movie that never been analyzed before. Movie is an art that presenting the sequence event in a certain duration that reflected life story. Because of this, it is extremely likely that seeing a movie will aid in understanding and assimilating its moral lessons. It was the reason why the writer analyzed the movie, the movie entitled *THOR: Ragnarok*. This movie has impoliteness expressed by the main character, entitled “IMPOLITENESS STRATEGIES IN THOR: RAGNAROK MOVIE (A Pragmatic Perspective)”.

B. Problem Statement

As the main points of this study, two issues were analyzed follows:

1. What kinds of impoliteness strategies used by main character of THOR: Ragnarok movie?
2. What kind of the impoliteness strategy most frequently used by characters of THOR: Ragnarok movie?

C. Objective of the Study

The researcher establishes the following aims for this study in light of the research issues:

1. To identify kinds of impoliteness strategies used by characters of THOR: Ragnarok movie.
2. To identify kind of the impoliteness strategy most frequently used by characters of THOR: Ragnarok movie.

D. Benefit of the Study

The researchers anticipate the following benefits from their study:

1. Theoretical Benefit.

The findings of this study are anticipated to provide theoretical information to the academic reference, particularly in pragmatic analysis.

2. Practical Benefit

This study is anticipated to increase the researcher's knowledge and expertise in order for them and other researchers to perform future studies of a similar nature. It can serve as a guide for other scholars conducting more study on impoliteness analysis.

E. Research Paper Organization

This research consist of five chapter as follows:

Chapter I: The study's background, problem statements, purpose, benefit, and research paper organization are all included in this chapter.

Chapter II: The ideas of politeness, the theory underpinning it, critique of Brown and Levinson's theory, impoliteness, and Culpeper's impoliteness methods are covered in this chapter.

Chapter III is research-oriented. the purpose of the study, the area of study, the data and the source of the data, the data collection method, the reliability of the data, and the data analysis method..

Chapter IV: Data analysis, data analysis, research findings, and discussion are all included in this chapter.

Chapter V: The conclusion and recommendation are included in this chapter