

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

A communication with another person had been interesting as somebody aware about that. However, in social situation with another person, in order to consider the rules of communicational behavior using language for communicate, was important to show the meaning. Communication was important in human life. Not only because communication as the vital means of delivering message and intention from one to another person. Every communication had its purpose. However, the purposes of each communication mainly depend on the intention of the speaker or even the meaning the speaker wants to convey. Within communication taking place, there were two categories; polite communication and impolite communication.

The classification depends on context of the speakers and listeners. It could be social status of the speakers, age differences or even gender. For instance, the way a son communicates to his father was different from the way he communicates to his grandfather. It was called a politeness strategy. Accordingly, there was also an impoliteness strategy in communication. For instance, communication of a kid to his parent was different from his communication to his classmate. It was called impoliteness strategy. Just like politeness strategy, impoliteness strategy had many types. Each type had its different purpose. It was very interesting and worth research. Therefore, the researcher was interested in conducting the research on impoliteness used in command by characters in One Piece comic strip.

The concept of impoliteness behavior was easier than politeness behavior. It could be claimed that impoliteness had become relatively common today. Bousfield (2008: 72) stated “impoliteness as intentionally unmitigated or exacerbated face threatening acts”. In particular, he argued a theory of

impoliteness should focus on the communication of impoliteness, not only the interpretation and perception of it. Culpeper (2010: 3233) described impoliteness as a negative attitude towards specific behaviours occurring in specific contexts. It was sustained by expectations, desires and/or beliefs about social organization, including, in particular, how one person's or group's identities were mediated by others in interaction. Situated behaviors were viewed negatively when they conflicted with how one expected them to be, how one wanted them to be and/or how one thought they ought to be. Such behaviors always have or were presumed to have emotional consequences for at least one participant, which was, they caused or were presumed to cause offense. Various factors could exacerbate how offensive an impolite behavior had taken to be, including for example whether one understood a behavior to be strongly intentional or not. Bousfield (2008: 72) also noted that impoliteness was successful only if the speaker's intention was understood by the hearer.

Hence in short, impoliteness was behavior that was meant to cause offense. It was also very context governed, which meant that a certain kind of behavior might not be always impolite. Impoliteness also involved some kind of a conflict between the participants. There were researches about impoliteness strategy. For instance, Bousfield (2007) focused on triggering which contain impoliteness. Mills (2009) studied impoliteness at a cultural context. Methias (2010) focused on positive and negative impoliteness in the Christmas dinner in Dicken's *Great Expectations*. Graham (2007) explored impoliteness was negotiated within an email communication. Nonetheless research on impoliteness used in command by characters in *One Piece* comic strip never been conducted before. This study was developed by the researcher so fervently to future will be perfected in analyse about impoliteness.

The main focus of this research was on the impoliteness strategies used in command by characters in *One Piece* comic strip. Mc Cloud (1993: 9) stated comics was juxtaposed pictorial and other images in deliberate sequence, intended to convey information and produce an aesthetic response in the viewer. Meanwhile, for Carrier (2000: 74) whose the aesthetics of comics was still the

only book length philosophical investigation of the medium. Carrier argued for three essential features of the comic namely the speech balloon, the closely linked narrative, and the book size scale. Furthermore, according to Harvey (2008: 25) comic was the essential characteristic of comics which incorporation of verbal content. Harvey which strongly disagreed with Mc Cloud's definition of comics. This controversy about the importance of text was just one example of how difficult it was to come up with a definition of comics that everybody agree with. The reader could saw several images, sharing the same space and/or the page or the double spread, plastic and semantic relations between these images were displayed, and it were these relations which made a comics into a text.

Impoliteness strategy did not real exist in social reality, but it could be found in a picture magazine, quiz, films, or written message. In magazine printing such as comic, should be used in digital media picture especially on One Piece comic strip was found impoliteness strategy inside. The comic written by Eiichiro Oda from Japan. The story told about dreams a child perhaps would be pirates king to exceed Shank's ability, who was knew as outstanding person as pirates. The setting of this comic was kept moving from one place to other place such as in the sea especially. This novel told a story of Luffy, who was had a dreamt to become pirates king after Jolly D. Roger, whereas he must be fought against strong enemies during began adventure to find one piece treasure. Luffy was recruiting eight crew to help him during adventure and judged him as a captain in Straw-Hat Luffy pirates. Eiichiro Oda succesfully made Luffy as main character in this story, and in his adventure he was met strong people in each town besides the marines who always attacked and punished the pirates.

The writer found the data in One Pice comic strip on chapter 44: the three chefs. Inside of Baratie restaurant ship there were battle between the second chef Sanji against Lieutenant Fullbody. Mr. Fullbody put an insect in his soup that delivered by Sanji. Mr. Fullbody attempt to make Sanji ashamed in front of customers because Sanji already made Fullbody's lost face. Furthermore, Sanji punch out Mr. Lieutenant until bleeding. Suddenly something was happened coincide with those fight. Honour chef, the owner of Baratie restaurant ship fell

from upstairs after his fight against Luffy. Furthermore, the other chef such as Pati, reported to Honour chef about what happened in dining room:

**Dat044/11/OP/The Three Chefs**

Carne : Head chef! Can you stop Sanji?  
 Honour chef : Huh? Hey, Sanji ! It is you again?  
 Luffy : .....(confused)???  
 Sanji : **Shut up, old man!**  
 Pati : Yess, Boss. He has hurt Mr. Octopus head our customer!!!

The statement above contained bald on record impoliteness in word “*shut up*”. Sanji damaged Honour chef did not interrupt his business. He was irking with Mr. Fullbody while insulted his soup. Furthermore, Sanji employed impoliteness strategies by negative impoliteness in word “*old man*”, as condescend, scorn, or ridicule. This command utterance had delivered with Honour chef.

Based on the explanation above the writer was interested in conducting a research. The main purpose of this research was to provide the reader understanding in particular about impoliteness strategies. In particular, the researcher elaborated *Impoliteness Used In Command by Characters in One Piece Comic Strip*.

## **B. Limitation of the Study**

In conducting this research paper, the writer limits the problem that was going to be discussed focuses on the equivalence of impoliteness, especially those impoliteness used in command by characters in One Piece comic strip. The writer taken the data from One Piece Comic Strip.

## **C. Problem Statement**

Based on the reasons on the background of the study, the researcher formulated the following problems:

1. What are the impoliteness strategies used in command by characters in One Piece Comic Strip?
2. How does gender difference influence the use of impoliteness?
3. How does familiarity influence the use of impoliteness?
4. How do social levels influence the use of impoliteness?

#### **D. Objective of the Study**

In this research paper the writer had the following objectives:

1. To explain the impoliteness strategies used in command by characters in One Piece Comic Strip.
2. To describe the gender difference which influence the use of impoliteness.
3. To describe the influence of familiarity toward the use of impoliteness.
4. To describe the influence of social levels to the use of impoliteness.

#### **E. Benefit of the Study**

The writer really expects that this study brings some benefits, theoretically and practically.

1. Theoretical Benefit
  - a. The study was expected to be helpful in serving more knowledge about understanding impoliteness strategy.
  - b. This research could be used as additional reference for further research, particularly in impoliteness strategy.
  - c. The study was intended to recognize impoliteness strategy in command by the dialogues of One Piece Comic Strip.

## 2. Practical Benefit

- a. The writer expected this research to be framework for the further study about impoliteness strategy.
- b. This research gave impact to the reader about impoliteness strategy.
- c. This research gave understanding to the reader about impoliteness used in command by characters in One Piece Comic Strip.

## **F. Research Paper Organization**

The organization of this research paper were divided into five chapters. Chapter I was introduction. It consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II was underlying theory. It was deals with previous study, pragmatics, and impoliteness theory.

Chapter III was research method. It present type of research, object of research, data and data source, method of collecting data, and method of analyzing data.

Chapter IV was research findings and discussion. It discover data analysis, research findings, and discussion of the findings.

Chapter V was conclusion and suggestion. This chapter served the conclusion of the results of study and suggestion from the researcher related to result of his study.