

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Communication means a process of exchanging the idea between a person to another for getting information or something else. As a human, people cannot be separated from social life because human is a social person and need people's help. In communication there is an exchange of information, but there is also a process to give good quality of giving information. Good communication is a communication in which ideas from sender can be understood by receiver.

Some aspects of life, such as culture and society, influence communication. People have their own background in culture and society. They both can be seen by knowing the way of group of speakers communicate with others. Culture has certain roles in use and variations of a language in particular group or speakers. To know language influenced by the culture and society, people need to regard ethnography of communication. Ethnography of communication is a study of language influenced by the culture and society inside.

Actually, there are some researches who have conducted a research to know the variety language use in society by using the approach Ethnography of Communication such as Novitassri (2013), Rizkia (2013), and Bhekti (2012). They used different data to be analyzed for knowing the form and meaning of language use. They just analyzed the elements of ethnography of speaking. The most important thing to conduct research about language use is to know the difference of language use in the form and meaning. So, in this research, the researcher conducts a research is a case of language use in a movie through ethnography of communication theory. The present researcher does not only to know the elements of ethnography but also describe the inference of each element.

The writer chooses the movie *Jane Eyre* which to be analyzed because of some reasons. Firstly, the movie is very interesting and valuable. It tells about a story of life of a young girl named Jane Eyre. This story begins from her childhood when she lives with her stepmother and her family until she grows up. The story is begun by climax part when Jane was hated by her stepfamily and tries to expel her from their life. And from this part the real story of Jane's life begin. Secondly, the language use in this film has some different culture and varieties. When different caste in society has influenced in social life, the varieties of language are shown in this movie. So it will be a challenge for researcher to observe this. Thirdly, this movie contains very good moral value to their spectators.

The researcher gives some phenomena about the use of variation language in one situation in a dialogue as follows:

- (1) Lehrer : Good evening from the Magness Arena at the University of Denver, Colorado. I'm Jim Lehrer of the "PBS Newshour," and I welcome tou to the first of the 2012 prsidential debates between President Barack Obama, the Democratic nominee, and former Massachusetts Governor Mitt Romney, the Republican nominee, .....

Based on the utterance in turn 1, the researcher can find that the dialogue occurred at the evening. It can be proved by Lehrer utterance when he says good evening to the other participants and audiences. Then the setting of place is happened in the Magness Arena at the University of Denver, Colorado. It can be seen in Lehrer utterance when he says Good evening from Magness Arena at the University of Denver in Denver, Colorado. Then there are three participants in the utterance. The first participant is Lehrer (1). He is the "PBS Newshour" reporter who is also the moderator of the debate. Then the second participant is President Barack Obama as the candidate of president Democratic nominee. He is introduced by Lehrer in his utterance to

audiences. The third participant is Governor Mitt Romney as the candidate of president from the Republican nominee. It is shown in Lehrer utterance when he introduces Mitt to the audiences. From the dialogue above, the end of the dialogue is greeting and accosting to all participants of the first presidential debate. It can be found by Lehrer utterance. Then the genre of the dialogue above is greeting. Lehrer accosts and welcomes to the all participants of the first presidential debate in Magness Arena at the University of Denver in Denver, in Colorado.

From the following example, the dialogue is analyzed through the elements of ethnography of communication named 'SPEAKING' theory. By finding of each element the researcher can find the meaning of each elements and inference the dialogue. But in this research, the researcher analyzes *Jane Eyre* movie (2011). He will analyze the utterances found in the movie through sociolinguistics. The researcher chooses the ethnography of communication with theory by Dell Hymes named 'Speaking' theory to analyze between linguistics and anthropology in this movie, *Jane Eyre* (2011). The writer also conducts this research not only using S.P.E.A.K.I.N.G theory but also combining the theoretical considerations on ethnography of communication, which is speech and social roles.

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

In this study, the researcher limits the case only on the analysis of ethnography of communication of *Jane Eyre* movie (2011), without looking at the case of politeness in every utterances of the conversation. The data are limited into 28 events based on the various topics. The data will be analyzed by using S.P.E.A.K.I.N.G theory by Dell Hymes. This is intended to help the readers comprehend the ethnography of communication by knowing the model of S.P.E.A.K.I.N.G theory found in the conversation in *Jane Eyre* movie (2011).

### **C. Problem Statement**

Based on the research, the researcher formulates a case to be investigated. The problems are follows:

1. What are the elements of ethnography of communication in Jane Eyre movie (2011)?
2. How is the inference in the use of the elements of ethnography of communication in Jane Eyre movie (2011)?

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

Based on the problem statement mentioned above, the researcher has the following objectives as follows:

1. To explain the elements of ethnography of communication in Jane Eyre movie (2011).
2. To describe the inference in the use of the elements of ethnography of communication in Jane Eyre movie (2011).

### **E. Benefit of the study**

In carrying this research, the writer intends to present some benefit to the readers.

1. Theoretical benefit

This study can give contribution to the body of knowledge, especially the aspect of ethnography of communication analysis. Based on that

reason, the reader and other researcher can use this study as additional reference.

## 2. Practical benefit

This research gives benefit to the researcher to improve the understanding about ethnography of communication analysis.

## **F. Research Paper Organization**

The researcher divides this research paper into five chapters. Those are:

Chapter I : Introduction, it contains background of the study, limitation of the study, problem statement, objective of the study, significant of the study, and research paper organization

Chapter II: Underlying theory, it involves previous study, language as a means of communication, speech community that draws speech events and communicative competence, the notion of ethnography of communication, and the elements of ethnography of communication which are setting and scene, participants, ends, act sequence, key, instrumentalities, norms and genre.

Chapter III : Research method, it delivers type of research, object of the study, data and data source, method of collecting data, and technique of analyzing data.

Chapter IV : Analysis, Research Finding and Discussion. The research finding are explain the elements of ethnography of communication in Jane Eyre movie (2011) and describe the inference in the use of the elements of ethnography of communication in Jane Eyre movie (2011). The discussion compare the previous research with the present research.

Chapter V: Conclusion and Suggestion. It contains the present about the conclusion of the research and also gives the suggestion about the research.