CHAPTER 1
INTRODUCTION

This chapter presents background of the study, problem statements of the study, objective of the study, limitation of the study and significance of the study.

A. Background of the Study

Impoliteness is something that has been really controversial understood by all people around the world. Many people are debated for a decade and always having different answer to determine the standard of impoliteness. The standard of impoliteness understood in past perhaps can be different with impoliteness which is understood in the present. And in future, the standard of impoliteness also can be understood differently. Impoliteness is associated with using language in inappropriate context which can sound negatively listened by other people. Locher and Watts (2008) argued that impoliteness behavior is negatively marked behavior. It means somebody is considered impolite if he or she devastates social norms agreed and being applied in the society. Terkourafi (2008) stated that impoliteness occurs when the expression used is not conventionalized relative to the context of occurrence; it threatens the addressee’s face but no face-threatening intention is attributed to the speaker by the hearer. It means impoliteness occurs when the addressee feels he can lose his face because the speaker attacks him, but the addressee does not do the same to the speaker. The speaker attacks the face of the listener and the listener just keeps quiet. Locher (2008) stated that impoliteness in language is impolite behavior, which is face-aggravating in a particular context. Those are some brief explanation of impoliteness from some experts.

Culture and society influence the standard to determine politeness and impoliteness. American culture and Indonesian culture both are different. A being not polite in Indonesia perhaps is polite in America. As we know values which believed by Indonesian and American society are different. Time passes,
modernization, globalization, highly mobilization from all people in the world can influence the culture. This is really possible we have mixed culture in this time. And our society always gradually becomes different every single time. Now we are living in globalization period. The fast growing of sophisticated technology makes the world we live is getting smaller. Sophisticated technology can make somebody to get breakfast in Solo, to get lunch in UK, and to get dinner in USA. This is really miracle era where a very fast mobilization from all people around the world is running really fast.

Now we are as Indonesian people, we can make some contact or making communication with all people from different county across the world easily. We do not necessarily go aboard to communicate with people from different country. We just sit on a chair, turning on the mobile phone or open Google than we are able to communicate with somebody from other countries like USA, China, Japan and all people around the world easily. The acculturation of culture cannot be avoided now. As we know, every country has their culture. It means every single country has different value to determine which one is good and which one is not good, which one is polite and which one is not polite. Oatey(2000) stated that culture is a fuzzy set of attitudes, beliefs, behavioral conventions, basic assumptions and values that are shared by a group of people, and that influence each member’s behavior and each member’s interpretations of the meaning of other people’s behavior. Base on the explanation, it is quite obvious that culture totally influences the standard of polite and impolite. It means different culture has different standard to determine polite and impolite. The core of face from every single culture can be different. Children who live in a place who does not recognize peace will have different value with children who live in a place who does not recognize war. Both of them will have different value as the result of their life experience. Borg’s (2001) stated that a belief as a proposition which may be consciously or unconsciously held is evaluative in that it is accepted as true by the individual and is therefore imbued with emotive commitment; further, it
serves as a guide to think and behavior. From the explanation, it can be concluded that we do something because we believe of something and we do not do something because we believe of something. We do anything because we believe of something. Every single county has their own honored values. The honored values they believe create their culture. The honored values of every county can be different. So the most polite culture is able to be the most impolite culture in same time in different place.

Modernization and globalization both are hegemony which cannot be avoided. Globalization tends to be perceived as one of the most powerful forces shaping today’s world (Sifianou, 2013). In its simplest form, globalization is supposed to refer to the acceleration of processes of interconnectedness in every aspect of social life, most evidently in pervasive culture symbols such as Coca-Cola and McDonald (Held et al., 2003: Turner, 2010). In fact, globalization is a cover term for Americanization (Turner, 2010). Globalization seems like American hegemony transmitted to all country around the world. Now all country in the world are connected each others. They are connected with international regulation to maintain the peace of the world. All countries are connected with network like Google, face book, twitter, etc. Those are produce of USA. Eric Draitser a geopolitical analyzes and the founder of website Stop Imperialism.og stated”USA as super power country is the central of geopolitics in the world. It means American’s policy can influence all country in the world. For example Indonesian people enjoy USA’s products like Google and Microsoft. If USA government increase the tax of US product or raising the cost of US produce. Those can influence Indonesian as the consumer.

Recently, the head line news that has been the most trending topic all media around the world is USA Presidential election 2016. Something controversial on the stage of USA Presidential election 2016 comes from a candidate of Republican Party namely Donald Trump. As USA President candidate, he looks so different from others candidates on the debate stage. In
this race, Donald Trump looks so different than other candidate because as the honorable President candidate, he uses a really vulgar statement to attack other candidate. Donald Trump uses impoliteness as a deadly weapon to destroy other candidate on debate stage. On the US Presidential debate stage, Trump always used personal attack as a weapon for hammering other candidate. He made a lot of controversial statements that can ignite any conflict in the world. Many people in the world include American citizens worried with what Trump said in his campaign. Donald Trump is known as the big dog on the stage of USA Presidential race 2016. He is the most controversial president candidate perhaps in USA history. Trump uses impoliteness to make provocation and to raise the deep anger of USA’s citizens. This research investigates impoliteness of Donald Trump in GOP debate. The researcher chooses GOP Republican party debate because Trump used a lot of impolite statements in this debate. The GOP debate was held in Detroit on 3 march 2016. This is one of the most controversial debates in Republican Party. In this debate, we can watch how Trump attacks everyone on the debate stage. Trump deliberately attacked other candidate with personal attack like insult, mocking and ridicule to make them look worst on stage.

The reason why the researcher is interested to make a research about Donald Trump is because Donald Trump is the only candidate in American history that successfully uses impoliteness as a deadly weapon to win in American Presidential election. No one of USA politician has ever been successfully in using impoliteness to win in debate stage on USA Presidential election before. In 2012, one of Republican candidate namely Michel Bachman failed using impoliteness to win the nominee. Michel Bachman collapsed so quickly. Finally, she was condemned by USA citizens. A using impoliteness in politic can be a blade with two eyes. A using impoliteness in front of public without good skill and without correct prediction, the result can be really worst. The citizens will hate the politician and they will not vote to him. Using impoliteness in front of public takes a very very big risk. In American level, it
can ignite a very big conflict in the world. What Trump said in his campaign is not only disaster to him but also American government.

Many people predicted Trump will not be elected. According to the researcher Donald Trump is an expert of impoliteness user. It can be proven from his record from underdog to be the top dog on the American presidential race. He was always leading the pole in Republican Party. Donald Trump has changed politic stage becomes entertainment stage that can make people really want to know what is goanna be happening in USA presidential debate stage. He is successfully making people interested in his way to make debate and making people interested to watch him on debate stage. He is able to make impolite statements to be something that can entertain people and make them interest with what he said on stage. He is the only one on stage that can make USA Presidential debate seem like wrestling entertainment, with full of drama and sometime the result is really unpredictable. What Trump did on USA presidential debate stage is straight line with statement from Culpeper (1996) that one of impoliteness function is for entertainment. Culpeper (1996) quoted that entertaining impoliteness as one of function of impoliteness in turn, and entertaining function. According to Culpeper (1996) impoliteness can be used to entertain people. Donald Trump truly used impoliteness strategies to win in USA politic. The result is he has been the strongest candidate in Republican Party. Trump really understood well how to use impoliteness on television to attract people. Trump knows how to be popular on television. Trump can manipulate all of his controversial statements on his campaign and also his controversial statements in his debate became something interesting. His fans and his haters like to watch what he did on debate stage. Trump can make both of them in suspense. The fact proves, his strategy is really effective. This is proven that now Donald Trump has been the President candidate from Republican Party. He is the nominee of Republican Party. He is goanna face Hilary Clinton, the President candidate from Democratic Party. They face in November to grasp the position as the President of USA. In this case, the
researcher makes an investigation when Trump is facing Marco Rubio, Ted Cruz and John Kasich in GOP debate stage at Detroit.

Some personal attack made by Donald Trump in this debate is Trump called the Florida Senator Marco Rubio as little Marco. As we know, Senator Marco Rubio is the youngest candidate from Republican and Trump always called him little Marco and also little guy in this debate. A negative image Trump tried to give to Senator Marco Rubio is Trump tried to make American people think how it is possible for a little kid to become USA President. In this debate also, Trump called Ted Cruz as Lying Ted after Ted Cruz has attacked him very badly and Trump makes personal attack when he did not have a good answer to avoid Ted Cruz’s attack. Trump uses impoliteness to shield his self from worst attack from other candidate. This is like all of attack from others candidate to destroy Trump seems to be useless. The reason is because Trump always can manipulate his enemies’ attack and changes the attack to be something ridicules, which just make the audience laugh heavily. Donald Trump is the real master of impoliteness user in politic. He successfully manipulated impoliteness as a deadly weapon to devastated other candidate and using impoliteness as a shield to protect himself when he was attacked so badly by others candidate. One of the most controversial comment in his campaign is he said that if he becomes USA President, Muslim will be banned to enter in The United State of America because he can figure out what is going on. All of Muslim in USA should be over watched every time under FBI officer. Others controversial statement in this debate also he wants to build Great Wall in USA border with Mexico to stop illegal immigration from Mexico. In other time, Trump said that Mexican government did not send their good people. Trump said that Mexican people coming in USA just making a lot of problem. He called Mexican as trouble makers. They bring drugs and do not want to pay American’s Tax. Trump insisted all immigrants should come in US illegally and they have to pay the tax. In his campaign, he attacked illegal immigration from Mexico. Trump is a really big provocator for USA society. This is like he
could raise the deep anger of USA citizens who live in suffer and poverty in his own country. A really controversial, a really not polite and Trump can make anything he said becomes the trending topic. This is the reason why media in the world always waiting Trump’s controversial comment. Many people are made suspense with what he is goanna do next. In politic, impoliteness can be used to rise controversial. Many people mostly like to watch something controversial. A movie is watched by people because content of drama. The movie presents many conflicts between the hero and the bad guy. A movie without conflict will not be watched by people. In American television Trump is well known as a television host for three decade so he must understand well the feature element of television. When he gets on television he knows what should be done to look good in front of public. He knows how to get fast popularity. Donald Trump is the real artist in American politics.

Controversial is an appropriate word to represent Donald Trump. More controversial thing he makes on politic stage is only makes him more popular. Pro and contra about his politic are coloring his rally campaign in USA presidential race 2016. Trump collapsed many politician experts prediction about him. Some of them are Richard Gutsy a democratic politician, he predicted that Trump would not goanna be elected as the nomine of Republican Party. The 44th USA President Barak Obama quoted,”Trump can not be the President of United Stated of America. Being a President is a really serious job and this is not reality show, Trump’s politic is not serious politic”. John McCain a senior politician of Republican Party, he was known as a US hero in Vietnam war, and he was also the former of President candidate of Republican that was defeated by President Obama in 2008 quoted that Trump is a crazy one. Mitt Romney a former of President Candidate of Republican in 2012 quoted that Trump is the bullying, the greed, the showing off, the misogyny, the absurd, third grade theatrics. Ted Cruz quoted,” if Trump becomes the nominee of Republican and becomes US President. That will be disaster for Republican Party and American government. Zeid bin Raad a commissioner of
United Nation (UN) for human right quoted that United Stated President candidate from Republican party namely Donald Trump will be very danger for international concerned if he is elected as the commander chief of USA. It can be seen from Trump’s view of minority class and weak group that can be the victim of his policy. United Europe (EU) President parliament, Martin Schulz quoted that Europe does not like if America is being lead by Donald Trump. Australian minister of industry, Christopher Pyne quoted,”’Trump’s campaign is horrifying’”. Ken O keefe a politician expert and the former of US marine quoted, ‘Trump is the best option for racism’. The Germany foreign minister quoted,”’Trump is danger for the world’. Robert De Miroan, a Hollywood artist quoted,”’Trump is stupid one’. Colin Powell quoted,”’Trump is a national disaster for United State of America’’. The Global Time a Chinese news paper called Trump as a talk active clown and the clown has been the big black horse now. From Tehran, Iranian President Hasan Rohani said,’” Trump’s statements contained of hypocrisy’. The Russian President Vladimir Putin quoted,’” Trump is really shiny’. And Kim Jong Un the north Korea President quoted that Trump is very talented and very wise person so people of USA should vote to him. Although many people hate him and he became really controversial but he has proven that he won in Republican Party nomination and defeat a big name like Jeb Bush, the young brother of President W Bush and the son of President Bush Senior. Indeed, Bush family did not support Trump as the nominee. After he collapsed Jeb Bush in Presidential race 2016 seems Republican nominee has been his mine.

Although Donald Trump is condemned by many people, now Donald Trump has been the nominee to represent the Republican Party. According to the researcher the way he was making debate is really unique. Normally as a candidate of USA President should look good when speech in front of public. Mostly all of the candidate will avoid making controversy and the candidate will make a really beautiful rhetoric to influence USA citizen. But Trump did not do that, he did the opposite of others candidate doing. He made a lot of
controversial statement that perhaps would never be used by other candidate before. He is courage to make something different, he is courage to dare the main stream. In the early of his campaign, Trump was an underdog. Trump’s pole position was under other candidate. He was looked down by other candidates. In that time, no one predict Trump would be the nominee of Republican Party. Trump’s storm shocked everyone. One of American newspaper ever wrote, Trump phenomena never happen in USA Presidential election before. This research will never enough to reveal the Trump’s phenomena, how a candidate that used much much more impolite sentences can be voted by many of USA citizens and now he becomes the nominee from Republican Party. This research focuses on Donald Trump impolite sentences when he was making debate in Detroit at the March 2016. In this debate he was facing Marco Rubio, Ted Cruz and John Kasich. This research investigates what kind of impoliteness strategy used by Donald Trump in GOP debate and what is the most frequently impoliteness strategy used by Donald Trump when he was successfully hammering other candidates on GOP debate. Perhaps this research can reveal one of the most deadly weapons of Donald Trump.

The researches of impoliteness were done by any researchers in under graduate and post graduate program in different topic. The previews studies of this research to take the position of this research are like this. Park, Lckes and Robinson (2014) studied impoliteness in personality predictors of verbal rudeness and other ugly confrontational behavior. Stockdale, Tackett and Coyne (2013) studied impoliteness in literature an title sex differences in verbal aggression use in romantic relationships : a meta analytic study and review. This is literary research. Saidi and Khosravi (2015) studied impoliteness in Iranian EFL Learner’s perception of impoliteness, particularly of the request which lack any politeness markers in terms of their gender. Safizadeh (2014) studied impoliteness in Canadian and Persian Perceptions of impoliteness in intercultural apology forms. Fauzi, Ibrahim and Maros( 2013) studied impoliteness in the perception of counter study staff at the
international office of a local premier university in Malaysian. Tutas and Azak (2014) studied impoliteness in Pinter’s The Birthday Party (1985) and old times (1970) in terms of the linguistic impoliteness strategies the characters employ in their power struggle. Thompson and Agyekum (2015) studied impoliteness in the Ghanaian standpoint, this research investigated the folk perception of impoliteness among Ghanaians. Aydinoglu (2013) studied impoliteness and politeness in gender differences in Geralyn I. Horton’s plays. Mohammadi and Sa’d (2013) studied impoliteness in sociolinguistic development of Iranian EFL learners in request by scrutinizing the extent to which request strategies are polite using negative speakers’ assessment as the point of the departure. Ahmadi and Soureshjani (2011) studied impoliteness in Iranian EFL Learners, teachers, experts and non-Iranian experts attitudes according to impoliteness. This research investigated the perspective of language learners, teachers and specialists as to the impoliteness aspect of language and whether there should be some language teaching materials and courses to teach impoliteness aspect of language with the intention of making language learners ready to cope with the impoliteness situations happening in the real language use. Methias (2010) studied impoliteness in a Christmas dinner scene from Dickens’s Great Expectations. This research investigated impoliteness incurred in a convivial setting of a Christmas dinner among low class people. Fukushima and Haugh (2014) studied impoliteness in the meta pragmatics of attentiveness, empathy and anticipatory inference in Japanese and Chinese. This research investigated emic understandings of attentiveness, empathy and anticipatory inference in Japanese and Chinese, those included cross culture comparison between Japanese and Chinese. Perelmutte (2010) studied impoliteness recycled subject ellipsis in Modern Russian complaint discourse. Tajeddin, Alemi and Razzaghi (2014) studied impoliteness in cross-cultural perceptions of impoliteness by native English speakers and EFL Learners of Iran.

A being compared with any other research done before, the research position is as follow. First of all there are many impoliteness research made by undergraduate and post graduate scholar from any countries across the world. Meanwhile, many researches they made are similar one to other. The researcher has taken some lesson from other researcher by reading their research. This research focuses on impoliteness made by Donald Trump in GOP debate at Detroit. The researcher takes the data from Republican Party GOP debate. In this debate, the competitors are Donald Trump, Senator Marco Rubio, Senator Ted Cruz and The governor of Ohio John Kasich. Some politic experts said what Trump did in American politics never happen before in US history. How an unpredicted candidate before becomes the strongest candidate in Republican Party than become an American president. Donald Trump
always used personal attack with very vulgar sentences like mocking, insult and ridicule for hammering other candidate.

No one of American politicians ever successfully used impoliteness in American politics before. Mostly the politicians collapsed so quickly. Donald Trump is known as the most controversial president candidate from Republican Party 2016. Perhaps Trump is the most controversial president candidate in American history. In the beginning of American presidential race 2016, no one predict Trump can win. Some politic experts said Republican Party allowed Trump to join in the race just to make American citizens watching Republican debate. Many of them predicted Trump would not be elected as an American president. But now many people in the world have shocked. Donald Trump can beat everybody in Republican Party. Trump collapsed the big name in Republican Party candidate Jeb Bush. As we know, in the beginning of US president election 2016, Jeb Bush was predicted would win the nominee. Jeb Bush was predicted would meet Hillary Clinton in the final round of US president election 2016. But the reality is totally different with the fact. Donald Trump becomes the strongest candidate in Republican Party and Trump’s storm makes everybody afraid. Donald Trump is the only candidate in American history that can success using impoliteness in politic. Donald Trump always used impoliteness to make personal attack. Donald Trump used impoliteness as a deadly weapon to destroy every single of his enemy on debate stage. Perhaps the researcher can reveal one of deadly weapon of Donald Trump base on impoliteness theory. So this is very fascinating to investigate Donald Trump in his debate by using impoliteness strategies from Culpeper (1996).

B. Problem Statement

Based on the background of the study, the problems of the study are formulated as follows:
1. What kinds of impoliteness strategies are used by Donald Trump in his debate vs Marco Rubio, Ted Cruz and John Kasich?

2. What kind of the impoliteness strategy most frequently used by Donald Trump in his debate vs Marco Rubio, Ted Cruz and John Kasich?

C. Objectives of the Study

The study aims at finding the answer to the question stated in the problem statement. Therefore, the objectives of the study are:

1. To identify kinds of impoliteness strategies are used by Donald Trump in his debate vs Marco Rubio, Ted Cruz and John Kasich.

2. To identify kind of the impoliteness strategy most frequently used by Donald Trump in his debate vs Marco Rubio, Ted Cruz and John Kasich.

D. Limitation of the Study

This study focuses on impoliteness strategies. The researcher uses impoliteness strategies from Culpeper (1996). In this research, the researcher identified impolite statements that were used by Donald Trump in his debate to win Presidential nomination. In this case, the researcher has chosen one of the most controversial Republican debates where Donald Trump used a lot of impolite utterance to destroy and to make other candidate look bad in front of public. In this debate, Donald Trump made debate with Marco Rubio, Ted Cruz and John Kasich.

E. Significance of the Study

The researcher hopes that the result of this study will give some significant contribution in teaching learning English both theoretically and practically.

1. Practical Benefits

In practically this research has been able to give benefit to the researcher and all of the reader.
a. For the researcher

By educating this research the researcher will have deeper understanding about impoliteness strategy and is able to improve his writing skill. The researcher is able to take lesson from debate that was done by Donald trump when he made debate with Marco Rubio, Ted Cruz and John Kasich, particularly how to use impoliteness in politician stage debate, for example how to provocative, how to entertain and how to make joke. Based on the way Donald Trump’s making debate, the researcher is able to open up his mind that impoliteness also can be something good and can give benefit for the user and the other one if they can use it correctly. For example, Donald Trump has been the candidate of Republican Party to represent the party to win President Election in 2016, he has defeated other candidate. Donald has used a lot of impolite statements but he can win as the nominee. That has proven that impoliteness being used in correct way will also be useful.

b. For the readers

This research is able to help the readers to make them get some information or references about impoliteness strategy. And if the readers are thinking that they also will make similar research, the researcher hopes they will be able to take lesson from this research. And hopefully for all reader that have read this research will have something to open their mind about impoliteness.

2. Theoretical Benefits

a. The researcher hopes that this research will be able to support and to add the referential of impoliteness strategy.

b. The researcher hopes that this research will enrich the research of impoliteness strategies.

F. Research Paper Organization

This research is about the impoliteness strategies in Republican Party’s debate of Donald Trump. The researcher used impoliteness super
strategies from Culpeper. This research consists of five chapters as follows:

Chapter I consists of background of the study, problem statements of the study, objective of the study, limitation of the study, significance of the study and research paper organization.

Chapter II consists of previous research, underlying theory, the notion of politeness, the criticism of Brown and Levinson’s theory, impoliteness and Culpeper’s impoliteness strategies

Chapter III consists of research type. Object of the research, subject of the research, data and data source, technique of collecting data, credibility of data, and technique for analyzing data.

Chapter IV consists of data analysis, data analysis, research findings and discussion.

Chapter V consists of conclusion and suggestion.