CHAPTER I

INTRODUCTION

A. Background of the Study

Language is an important role to make communication in a human's life. According to Spencer (2008:53) communication produce interpretation in every social interaction. Every people have a different style to communicate because they must understand how to transfer the meaning of conversation in different communicative acts in their daily life. Interpretation is related to what speaker say and depends on the context. One way to establish a meaningful conversation in society is by applying politeness.

According to Brown and Levinson (1987:92) Politeness strategy refers to a plan that relying on the context to make clear which hierarchical level we are talking about. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer's "face". The use of politeness relates to the need of social harmony by strategies of maintaining face. Face refers to a speaker's sense of linguistic and social identity, which is defined as "the public self-image" that every people wants to claim for himself" (Wardhaugh:272). Face is categorized into positive face and negative face (Brown and Levinson:1987). An individual Positive face is reflected in his desire to be like, approved of, respected and appreciated by others. An individual Negative face is reflected on his desire not to be impeded or put upon, to have the freedom to act as one chooses. Brown and Levinson sum up human politeness behavior in four strategies among them are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and bald off record strategy. Brown and Levinson (1987) assert that some speech acts intrinsically threaten positive and negative face of speakers and hearers or face-threatening acts (FTA). For example disagreement and criticism threaten

hearers' positive face, while requests threaten hearers' negative face. therefoer, Some strategies are needed.

Request is one of the kinds of speech act. Request is used people to communicate with someone to do something or an attempted by the speaker to get the hearer to do something (Searle:1979). According to Brown and Levinson's (1987) terms, requests are face-threatening acts (FTAS). They argue that requests are face-threatening because they impose on people's desire for autonomy, and thus threaten people's negative face. In English language, there are some linguistic options that can be used for managing face and sociality rights. One of those options is using politeness strategy in saying request. Some of the research in this field has directly addressed the question of the transfer of politeness strategies from one language to the other. Naturally, Tracy Walker, in "Requests", observes that making a request is a basic and ubiquitous activity in human interaction. Requesting may be accomplished through a variety of linguistic forms, ranging from naming the object being requested, to imperatives, to the use of modal verbs, or so-called indirect speech acts.

Speaking politely when we are communicating is a habit. For example, when people meet a new people, they will automatically speak politely in natural situation. Another example is when we want to someone out from our home, we also use politeness strategy to avoid wrong communication with saying *"this time show 10 p.m."* this utterance means that someone must out form our home because there are very night for the guess. Therefore, polite language becomes a necessity to do request or asked someone to do something. Naturally, people use politeness to maintain mutual understanding and maintain good relationships (Leech, 1983), to maintain social harmony (Brown and Levinson, 1987), and to avoid threats to people's social and personal autonomy (Spencer-Oatey, 2002).

In simple definition politeness can be interpreted as notice, interest, sympathy, seek agreement, asserting hearer knowledge, etc. In every day life, words

and sentences can be categorized politeness, unconsciously pronounced, sentences used and also a good words used. For example:

NP/YGM/12

A MAN : **Do you mind** *if I borrow this chair?* KATHLEEN: Yes.. yes I mind I'm expecting someone.

The conversation takes place in the cafe both a man and Kathleen. Kathleen seat alone and waiting for Joe, Suddenly, a man coming and pulling the chair through asking permission *(Do you mind if I borrow this chair?)* to have the chair. Kathleen defend the chair while saying "I'm expecting someone" Spontaneously. The conversation shows a man's expression to borrow the chair with unfamiliar people with say politely **Do you mind** *if I borrow this chair?* it's Be pessimistic expression in Negative Politeness.

In You've got Mail Movie, There are politeness strategy is used by Actors and Actress. The politeness strategy particularly by Kathleen and Joe; Bussiness enemy in the real words, but they have a close relationship through Internet. They are using kinds of politeness strategy, especially in request.

In general, the studies of politeness are done by researchers with kinds of media. First is politeness strategy thorough education research especially in Politeness Teaching research that used both teachers and students in class activity (Alguwaidi, 2014; Gerkham, 2014; Jiang, 2010; Hastuti, 2014). the second is politeness strategy which uses a letter as a media for the research and focus in non-verbal communication (Afghari, 2014; Gillani, 2014; Goundarzi et all, 2015; Yuka, 2009). The third researcher conduct research politeness in everyday communication, like politeness in different language, and also cultural (Sukarno, 2010; Hosseini, 2013; Halim, 2015;). Then politeness strategy which focuses on utterance (Pengliang & Gaomin; Indra 2016) And the last researcher is politeness strategy from movie and script as the media to analyze what are politeness strategy used and

the factor influences those strategy (Nasihin, 2014; Septyaningsih, 20017; winerta,2012; hasmi, 2013; Eftanastarini, 2015). From the previous researcher, the writer want to continue research on Movie especially politeness strategy of request used in You've got Mail Movie.

In this research, the writer wants to participate to introduce politeness strategy, especially in English Education Department, Universitas Muhammadiyah Surakarta. Movies and it's manusript become the object of this research because movies can give the reflection of everyday life in the real world. The writer chooses Romantics genre, especially in You've got mail movie which told of business enemy but they always speak politely each other, there would be a lot politeness strategy to ask someone to do something, thus simplifying and increasing the word that can be studied. By increasing the number of politeness Strategy is used as the research, there will be more of subject discussions of this theory and examples of the result of the study. This can facilitate the students to learn and to understand how this strategy exists in everyday life.

Based on the reason above, the writer wants to analyze this movie with politeness strategy and the writer constructs the study entitled *"Politeness Strategy of Request used in You've got Mail Movie"*.

B. Limitation of the Study

The data limit on politeness strategy of Request in "You've got mail" Movie based on the manuscript which suitable with the movie which has a politeness strategy. The data will be analyzed based on politeness strategy by Brown and Levinson (1987).

C. Problem Statement

Based on the background above, the problem of research focuses on:

1. What kinds of politeness strategie of request used by the characters in the film entitled "You've got mail" based on Brown and Levinson's politeness strategy?

2. What factors influence the characters to employ those strategies?

D. Objective of the Study

To answer two points of problem statement, the objectives of the study are specified as follows:

1. To describe politeness strategies of Request which are employed by the characters in the film entitled "You've got mail" based on Brown and Levinson's politeness strategy.

2. To describe the factors influencing the characters who use those strategies.

E. Benefit of the Study

The researcher will differentiate this research paper into two beneficial.

1. Theoretical Benefit

   The result of the research can be used as this research will give an additional reference about pragmatic approach, particularly in politeness strategy. The result of this research can also be helpful to increase the reader's knowledge about pragmatics theory analysis and also be referent, especially in politeness strategy of request.

2. Practical Benefit

   a. For the readers

   This research will give important knowledge for the readers because politeness strategy is one of important act in our daily interactions.

   b. For the teachers or lecturers

   The research of politeness strategy can be adding reference for teachers or lecturers in teaching pragmatics especially in politeness strategy of request.

c. For the other researchers

The result can be a reference for other researches who interest conducted the same research of politeness.

d. For Department of English Education

The result can be a note for Department of English Education to improve pragmatic knowledge especially in politeness strategy of request.

F. **Research Paper Organization**

The organization of research paper will consist of five chapter as follows:

Chapter 1 is Introduction, consisting of Background of the Study, Limitation of the Study, Problem Statement, Object of the Study, Benefit of the Study, Research Paper Organization.

Chapter II is Underlying Theory that contains of Previous Study from some scholars and Theory which related with the research like Pragmatics, Speech Act, Request, Politeness Strategy, and context.

Chapter III is Research Method which covers Research Type, Research Object, Data and Data Source, Theory of Collecting Data, Data Validity, Technique of Analizing Data.

Chapter IV are Analysis, Research Finding and Discussion. Research Finding contains of Politeness Strategies of Request and The Factors Influence The Strategies.

Chapter V is Conclusion and Suggestion.

BIBLIOGRAPHY

APENDIX