

CHAPTER I

INTRODUCTION

A. Background of the Study

Many years of developing language study has released a lots of terms in language aspect. People do not merely use the language as a communication tool, but also the spoken language has a meaning in it. To soften the utterance spoken to others people, people will use politeness terms. It can help people to ask, command, and make some request. The pragmatic it self has developed by many theorists. Language can be examined from the several aspects and given specific attention on the different elements and different connection of linguistics. It also studies how language varieties differ between groups separated by certain social variables, e.g., ethnicity, religion, status, gender, level of education, age, etc., and how creation and adherence to these rules are used to categorize individuals in social or socioeconomic classes.

As a branch of pragmatics term, politeness is the important thing on the communication, consider that every cultures and countries has their own of different politeness strategies. Politeness is a practical applocation of good manners or ettiquette, in other words, politeness is the good behavior that we conduct to other people. The example of politeness in our daily life, when we are talking with elder by calling them with Mr. or Mrs. infront of their name, or we make way to the old people to walk through before us. Yet, mostly are same, such as politeness level in our conversation or well mannered conversation of us that also be considered for good. Normally, we respects to the older one, while when we are talking with our coeval, we might be behaving such normal as our age. Even, the form of politeness in every countries are different, but basicly they have one purpose, to be good in behavior or manners. The basic words in politeness construction are, *would*, *could*, and *might*. Those words uses to soften the phrase or sentence so the receiver will accept the sentence comfortly.

In this study, The interest of the writer is want to figure out the politeness in directive speech, in Belle movie (2013). The short review of this movie that the movie was made and taken from the real life of Dido Elizabeth Lindsay, who was a “black woman” in 1783 that grown up in aristocrat family. In such year, black people were lived as a slavery and be considered as low-level commoner in society. But Dido was different than the others black people. She had previlige to live along with white-aristocrat people, because she was born as

mixed white-black or they called it with “Mulato”, and her father, Sir John Lindsay was the most influential people in Kenwood. He was the nephew of Lord Mansfield, the lord chief justice in Kenwood. The writer will examine this movie to find politeness in direct speech that uttered from the women character. Consider that Dido is black woman among the white aristocratic people. The interest of this research, “does the politeness can find in the circumstance that having high level differences?”. In this case, Dido was threaten like other aristocrat in their family as well, even there still some exception for her.

The appropriate approach of politeness strategy was purposed by Brown and Levinson in 1987, which Brown and Levinson describe the politeness is a “Face”. It was founded because Brown and Levinson were inspired by Goffman finding about politeness theory. They said that politeness is considered by the “face” of the speaker or receiver in communication context, but “face” here does not mean psychal face instead public image. Some different definition about face is Goffman considered face as a social image but Brown and Levinson said that face is a self image of personality. By knowing the “Face” it just simply a form of an expression to what we want, when we are saying something. Politeness it self has many types such as bald-on record, off-record, positive face and negative face of politeness. Those are the types that builded politeness strategy in way to make a succeed goal for the meaning of our word we said. This politeness strategy can be used in any situation to avoid offending someone and to instead making respectful friendly communication. In order to be clear, the following examples below can explain how the politeness strategies really are:

1. Bald-on record:

“I want some cookies”

2. Positive Politenes:

“i’m so pleased you were able to be here with us”

3. Negative Politeness:

“I’m sorry, i hope it could not bother you, may i stay here for a while?”

4. Bald-off record:

“uh... it’s so cold”

The following examples above explains that, in *bald-on record*, it disposed directly uttered because it does not attempt to minimize the hearer’s face, like this strategy is trying to minimize face threatening act implicitly. The sentence “I want some cookies” means that

the hearer just give the speaker cookies without paying an attention to their “face”, because, the hearer already understand what the speaker want. This strategy may shocked or embarrass the new hearer and so this strategy most often utilized in some colloquialism in friend or relatives circumstances.

Positive politeness strategy seeks to minimize the positive face of the hearer. This strategy is used to make the hearer comfort and feel good about themselves. The sentence “i’m so pleased you were able to be here with us” means that the speaker feel pleasure of the other people appearance and the hearer themselves feel comfort to be welcoming as a good visitor. Beside in attempts to avoid conflict, this strategy can be used as friendship expression, solidarity and compliment.

In *negative politeness strategy*. This term is used to make an expression of freedom and independence of personal privacy. In addition the negative politeness strategy is oriented toward the hearer’s negative face and avoidance of imposition on the hearer. The sentence “I’m sorry, I hope it could not bother you, may i stay here for a while?” have a meaning that the speaker want to be stayed for a while and excusing to the hearer for their appearance. In this context the speaker wishes that they will not bother the hearer by showing negative politeness. This explanation shows speaker’s aim that they want freedom and not to be imposing.

And the last is *bald-off record strategy*, the speaker typically use this term as an indirect expression, such “uh... it’s so cold” means the speaker hopes that hearer want to switch on the room heater or close the window because of cold weather outside. This strategy is used by the speaker, that the speaker would not show an imposing action by asking the hearer direct order. This strategy also relies heavily on pragmatic to convey the intended while using semantic meaning in way to avoid losing face.

For further strategy, directives speech also be presented at work to complete this research aims to explore. The writer highlighting on directives speech which is it contained in illocutionary act. Directives speech act is an speech act that intended to make the addressee to do something just like the speaker wanted to. The speaker tries to fit the world to the words which means the speaker makes the addressee as what the words they utters. Directives speech consists of advising, admonishing, asking, begging, dismissing, excusing,

forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging, warning.

To prove the present research, this study provides an example related to the data analysis. It aims at drawing the phenomena dealing with the study.

Sir John Lindsay : She is Belle, after her mother, Dido Elizabeth Belle Lindsay.

Lord Mansfield : She take your name?

Sir John Lindsay : I am not ashamed.

Lady Mansfield : We will call her Dido. Good Lord she is thin, **Marry find her some food.**

The data above were taken from “Belle” movie dialogue which shows the phenomena of politeness strategy in directive speech from illocutionary act. The sentence above was spoken by Lady Murray when she met little Belle for the first time. The utterance considered as “ordering” in directive speech that having a meaning to the hearer. Based on illocutionary term, the utterance “Marry find her some food” have a meaning that the hearer must do what the speaker said. Lady Mansfield want to Aunt Mary to take some food, or may be Aunt Mary also must take care of little Belle.

From those explanations above, the writer assumes that there still politeness in different level of people races. Therefore, the writer will figure out the types of politeness in directive speech in Belle (2013) movie, and also the writer will arrange it into specific arrangement of directive speech and politeness types.

B. Limitation of Study

In this study, the researcher focuses on analyzing of politeness strategy in directive speech; the types of politeness are used and the intension of spoken utterance which are exposed on spoken sentence in Belle movie dialogue. It is done to limit the scope of the research and stay concern on the main issue that will be analyzed. The main issue that will be discussed further is related to conversational implicature made by all characters towards Belle.

C. Focus of the Study

Based on the statements mentioned in the background of study the researcher formulate focus of this study about “Politeness Strategy in directives speech from the Characters Found in Belle movie (2013)” into two problems :

1. What are the types of directives speech found in *Belle* movie (2013) from the women character?
2. What are the types of politeness used in *Belle* movie (2013)?

D. Objectives of the Study

In this research the writer has two objectives as follows:

1. Describe the types of directives speech found in *Belle* movie (2013).
2. Describe the types of politeness are used in *Belle* movie (2013).

E. Significances of the Study

The results of this study, hopefully, yield the theoretical and practical significances as follows.

1. Theoretical Significance

The result of this current study hopefully can be useful input for other research to make further analysis, especially in examining about the politeness strategy in directives speech in some literature event. In addition, it can add the body of knowledge in the field of politeness study. Also, it can give additional information for the politeness practitioner and the reader.

2. Practical Significance

- a. Lecturers

The result of this study can be useful as additional information for lecturers, especially in politeness strategy in directive speech.

- b. Students

The result of this research can be used as an additional knowledge to improve students' abilities in politeness strategy analysis of movie plot.

- c. Other Researcher

The result of this study can be used to stimulate other researchers to conduct further research related to this research from other point of view. In addition, it can be used as reference for other researchers studying similar topic.

F. Research Paper Organization

In order to ease the reading, this paper is originated in the following order.

Chapter I provides background of the study. It also elaborates the limitation of the study, problem statement, objective of the study, significance of the study and research paper organization.

Chapter II reviews literature related to current study. It consists of previous research, notion of pragmatic, politeness strategy, translation strategy, notion of subtitle, subtitling strategy, pragmatic equivalence, notion of pragmatics, and Searle's taxonomy of speech act.

Chapter III is research method. It discusses the type of the research, object of the research, data and data source, technique of collecting data, technique of analyzing data, and data validity.

Chapter IV presents the research finding and discussion. It reports the research finding followed by its discussion. The findings are organized in accordance to the research questions formulated in chapter I. It also presents the discussion of the findings.

Chapter V provides conclusion of the research. It also discusses the pedagogical implication, suggestion and makes recommendation for further research.