

# CHAPTER 1

## INTRODUCTION

### **A. Background of the Study**

Pragmatics is a branch of linguistics that studies the relationship between context outside language with the intention of speech. The purpose of the context outside the language is the elements that are outside the speech that affect the intent and purpose. The intent can be seen also in terms of the place and time of speech, who is involved, the form of speech, the manner of delivery, the means of speech, norms and genre. Pragmatics is a study of the use of language in interpersonal communication (Hickey, 2004). According Moore (2001) pragmatics also allows people to investigate the meaning of external words without ambiguity. Pragmatics can explain a meaning of sentences spoken orally and in writing, and in pragmatics people can analyze words or sayings when someone is communicating.

Communication in general can be interpreted as the process of sending and receiving information or messages. According to Lunenburg (2010), communication is the process of transmitting information and common understanding from one person to another. Communication can help build a relationship between people and each message delivered has a specific purpose and purpose (Coates, 2009). Communication is one thing that can not be avoided, seeing when everyone wants to convey their thoughts through a communication, one of them conveying a condolence.

Condolence is a statement of expression sympathy addressed to someone left by one of the family. Condolence is one of the communicative speech acts, expressions are designed to convey sympathy to people who have painful experiences, one of which is the loss of a close person (Shaimaa & Muhammed, 2013). Condolence represent special texts because the contents of the message focus on the expression of sadness

because they are left by their loved ones and better the message used to convey condolence can reduce one's sadness (Kongo & Gyasi, 2015). Expressions of condolence are usually prepared to convey sympathy to people who are grieving, many people realize it is still difficult when expressing condolence without sounding like a phrase that is often used (Yahya, 2010). Condolence is usually used by someone to convey a sense of concern, empathy and prayer for the deceased and the family left behind. Condolence is not only used to convey sympathy and empathy but is also used for active support and encouragement in the face of feelings of difficulty and sadness. One of the cases of condolences was when the Indonesian government gave its condolences to Covid-19 patients who died. Elwood (2013) says that failure to express condolence can worsen interpersonal relations if expressions of sympathy are inadequate in context. Condolence that occurred lately were when the NBA Legend Kobe Bryant died with his daughter because of the helicopter incident they boarded down. Thousands of condolence were given to NBA star Kobe Bryant through social media.

Social media are media that are accessed online using the internet, in social media users can easily participate, share and create ideas through writing or usually referred to as blogs, videos and photos. According to Panagiotou et al. (2016) social media is one of the services that is widely used and accessed by the public, and social media also shows an aspect of society in the real world. Social media also allows humans to interact with each other without being limited by space and time. In social media it also facilitates its users to discuss in any case sharing opinions in the writings of other users also provided on social media.

Knowing the condolence expression strategy on social media is needed amidst technological developments. Strategy of social condolence can also be used as a reference for someone to give expression of sympathy or condolence to others. Besides analyzing the strategy of expression of condolence can also provide lessons that say condolence

must be polite according to culture and situation. In this study related that the importance of harmonizing expressions in condolence, the importance of knowing how to express condolence can have a positive effect on families who are grieving. In this study also not only observe and examining objects but also to find a truth.

There are some previous studies related to this case such as Al-shboul (2013) who have researched condolence on Facebook, Majid & Salih (2019), examining condolence in English and Arabs, Harshini & Madhumidha (2019) researched variation of condolence in SMS, Sharif (2018) has examined the condolence used by EFL students in Irian, Road et al. (2019) conducted a study of condolence acts between KCFL Learners`s and CNSs, Weaver et al. (2020) examined expressing condolence and longitudinal remembering to a family after the death of a child, Kongo & Gyasi (2015) have examined expressing grief through messages of condolence, Behnam et al. (2013) examined expressions of condolence in the UK and Persians via short messages, Shaimaa & Muhammed (2013) has researching condolence in England.

The similarities in the research conducted by the authors are equally discussing about the expression of condolences and analyzing the condolence expressions uttered by someone. Therefore, this research is to continue previous studies with different data and it is hoped that this research can impact and provide information about condolence. Based on the condolence example above, researchers tried to analyze the condolence strategy on social media which offered condolence for the passing of basketball legend Kobe Bryant and his daughter Gianna. The researcher interested in analyzing condolence strategies on social media by using a pragmatic approach titled "Condolance Expression Used by Social Media Users for the Passing of Kobe Bryant and His Daughter Gianna".

## **B. Problem Statement**

Based on the background of the research, the formulation of the problem of this study :

1. What are the condolence strategies used by social media users in response for the passing of Kobe Bryant and his daughter Gianna?
2. What are the intentions in the condolence utterance in response for the passing of Kobe Bryant and his daughter Gianna?

## **C. Objective of the Study**

The objective of the study are :

1. To categorize the strategy of condolence for Kobe Bryant and his daughter Gianna
2. To categorize the intentions involved in the condolence utterance in response for the passing of Kobe Bryant and his daughter Gianna

## **D. Benefit of the Study**

After doing this research, the researcher hope to be useful for all. This research has two kinds of research benefits, namely theoretical benefits and practical benefits:

### **1. Practical Benefits**

#### **a. To Pragmatics Lecturer**

The results of this study can support lecturer in teaching about pragmatics, especially in giving additional material about condolence. Teacher will give good material about condolence strategy to be the reference.

#### **b. To Future Researches**

The results of this study can also provide benefits for researchers, this study can provide information about strategies in expressing condolence, besides this research can be used as a reference for further development.

## 2. Theoretical Benefits

The results of this study are theoretically expected to provide an impact and contribute ideas in enriching strategic insights in giving and expressing condolence especially on social media.