

# **CHAPTER I**

## **INTRODUCTION**

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

The relation between China and the United States happened since long ago. The relation of the countries such as the cooperation in economic field, especially in exports and imports has greatly increased. However, the relation between China and the United States is not always running well. There has been a trade war since two years ago by setting the tariff of products up to hundreds of dollars. Trade war is a conflict between two countries which has applied and increased the tariffs of products as a response for the trade hitch in economic reasons.

The conflict happened because the United States raises the imports tariff of China products from ten percent to twenty percent. The policy of increasing import tariffs on products affected the economy of China, therefore; the conflict became worse because China replied back to the United States. The United States government also limited the products from China. The trade war gives effects to China and other countries which make the China's government apply the new tariff for products from the United States and the effects for other countries.

The trade war becomes news which many people discussed and also reported in social media. Social media is a tool that connects people via internet. According to Kent (2013), social media is the expression of two ways such as an interaction and giving feedback which allowed in any form interactive communication. Cross (2013) states that social media is the term consists of any technology to connect the people for change and get any information based on web. Nowadays, only with social media the news can spread quickly and known by many people. Social media is the fastest media for spreading the news and it is very easy to access by everyone who has an internet connection.

People talk and argue about the trade war through debating, criticizing, and threatening to response the trade war news. One type of

expression or utterance to state a disapproval and disagreement from the choices or action of someone is called criticism. According to Leech (1993) criticism is an utterance of a psychological action which is used to express the opinion towards negative or bad conditions of listener. Criticism contains negative judgments which spoken directly or indirectly.

Criticism can be expressed in many ways seen from the perspective of politeness. In communication, politeness is very important for interaction, both personal interaction and social interaction. According to Leech (1983), politeness is the way for minimizing the impolite expressions and the politeness strategy to avoid the conflicts of situation. The speakers must be able to use the politeness for having a good conversation. Furthermore, politeness is one of interaction aspects that show respect to the listener. Hence, communication with politeness can save the self-image between speaker and listener.

There have been many researches which is analyzed the criticism utterances and politeness strategies of criticism. Nuryani (2016) conducted a research of descriptive qualitative which was aimed to identify politeness strategies of criticisms made by the characters in *This Means War* movie, to find the principles of politeness strategies and to analyse the causes of using politeness strategies. The result showed that three politeness strategies performed by the characters in *This Means War* movie namely positive strategy, bald on record strategy, and off record. Then, the researcher also found five maxim in politeness principles such as tact maxim, generosity maxim, approbation maxim, modesty maxim, and agreement maxim.

Another research is conducted by Suharno (2015) aimed at analyzing the strategies of criticism performed by students in SMA 2 Mejayan. The research was descriptive qualitative method. In taking, the researcher used discourse completion task for forty students. The data were analyzed based on the theory of criticism strategies by Nguyen. The result showed that the students used indirect strategies to express the criticism utterances and the strategies which were dominantly used by the students

were negative evaluation, demand for change, request for change, and advice about change in status level.

This research has similarities and differences with the previous researches. The similarities are on the focus which is on the criticism strategies and politeness strategies and the theory used. The differences are on the aims, the data, and the data source. Furthermore, the new thing in this research is that it tries to reveal the ways people express criticism utterances in social media which have wider and open scope. It explores the criticism in social media which include twitter, Instagram, and online news. Hence, this research completely is an important addition to those previous studies in the area criticism and politeness. Based on the consideration above, the researcher conducts a research entitled “Criticizing Utterance Used in Social Media to Respond Trade War News” which is focusing on the criticism strategy and politeness strategy in social media.

## **B. Problem Statement**

Based on the background, the problems of this research are conducted as follow:

1. What are the criticism strategies used in social media to response the trade war news?
2. What are the politeness strategies of criticism used in social media to response the trade war news?

## **C. Objectives of Study**

The objectives of the research as follows:

1. To describe the criticism strategies used in social media to response trade war news.
2. To clarify the politeness strategies of criticism used in social media to response trade war news.

#### **D. Benefits of Study**

The researcher hopes that research can give benefits for all the readers of this research:

##### **1. Theoretical**

The result of this research can be used as theoretical references and give additional contribution about pragmatics especially in criticism utterances and politeness strategies that used by social media users in trade war news.

##### **2. Practical**

###### **a. Other Researcher**

The result of research is expected as references to help other researcher for analyze and write a research based on criticism utterance and politeness strategy. Other researchers also can enrich the knowledge about criticism and politeness.

###### **b. Students**

This result of research will help the students to more understand about the pragmatics especially in criticism utterances and politeness strategy.

###### **c. Teachers or Lecturers**

There will new information that will enrich the knowledge and materials of the course, to help the lecturers to teach about pragmatic especially in criticism utterances and politeness strategy.