

CHAPTER I INTRODUCTION

A. Background of the Study

The development of technology encourages the changes in various aspects of human life including social, culture, economy, and so on. Nowadays, social media becomes a popular medium for people in expressing their feeling. Social media connects people in the world by using many applications in various forms provided to share information and personal thought, to do their hobbies, to support their daily activities, etc. Merriam Webster states that social media are forms of electronic communication (such as websites for social networking and micro blogging) which users create online communities to share information, ideas, personal messages, and other content (such as videos). It enables people to communicate and interact with the others easily as if no borders among them. As a result, communication can occur anytime and anywhere through all of the ease provided. Comment is one of the media for communicating in social media.

Cambridge Dictionary defines comment as something that is said or written that express the feeling of the speaker or writer. People can express their feeling towards a state of affair by using comment. Here, people give various expressions such as condoling, thanking, complaining, accusing, etc. The information which spreads easily gains many responses of people.

In relation to mass media, Oxford Learner's Dictionary defines mass media as the source of information and news. Furthermore, news is a report of the interest to the society which news organization serves (Fuller, 1996: 6). It provides information about the current event which delivered through some means such as newspaper, television, radio, and online media. *Washington Post* is one of mass media which provides news in various medium including social media. On the Youtube channel of *Washington Post*, it shares the news entitled *Unpacking Trump's 'Deal of the Century' for the Middle East*. This

news which examines about the peace plan of President Trump gains various responds by people, considering the importance to end the conflict.

The conflict between Israel and Palestine has continued for decades. Many efforts have been made to reconcile the conflict between Israel and Palestine but always lead to failure. Donald Trump, the President of United States proposes a peace plan to resolve the conflict between Israelis and Palestinians entitled *Peace to Prosperity: A Vision to Improve the Lives of the Palestinian and Israeli People*. The Palestinian-Israeli peace plan proposed by President Trump is also called by the proponents as *Deal of the Century*. This proposal is first released and elaborated in the Bahrain Conference which is held on June 25th – 26th, 2019 in Manama. On January 28th, 2020, the Trump's peace plan is formally unveiled in the White House press conference. Even though this plan is proposed to resolve the conflict between Palestinians and Israelis, Palestinians reject this plan because it only benefits one party. Furthermore, the unveil of this plan was only attended by Israeli Prime Minister Benjamin Netanyahu as the representative of Israel, meanwhile the representative of Palestine is not invited.

Deal of the Century causes pros and cons in society. The Trump's peace plan is not only rejected by Palestinians but also the United Nation Security Council. It causes mass demonstrations in many countries. They protest against the Trump's peace plan, *Deal of the Century*. Moreover, a lot of people express their feeling toward *Deal of the Century* in social media. In addition, *Deal of the Century* proposed by President Trump makes many people express complaints. Trosborg (1995: 311-312) defines complaint as an illocutionary act which is done by the speaker (complainer) in expressing his negative feeling towards a state of affair.

Some studies have been conducted to study the act of complaint. The fields of this study are various including the complaining strategies used by the characters in the movie and the complaining strategies performed by EFL learners in various countries. Sulastri (2014) has observed the complaint response used by Indonesian EFL learners. This study investigates the

complaint response strategies used by Indonesian EFL learners, the politeness strategies in the complaint response used by Indonesian EFL learners, and the complaint response used by different gender. Furthermore, there are several studies have been conducted to analyze the complaining strategies performed by EFL learners, such as the studies conducted by Zhoumin (2011), Wijayanto, Laila, Prasetyarini, and Susiati (2013), Bikmen and Marti (2013), Nakhle, Naghavi, and Razavi (2014), Tabatabaei (2015), Deveci (2015), and Esharaghi and Shahrokhi (2016). In addition, Nugroho (2017) has investigated the complaining strategies used by the character in the film entitled *Ender's Game*. This study observes the complaining strategies used by the characters in the film entitled *Ender's Game* and the politeness strategies of the complaining utterances used by the characters in the film entitled *Ender's Game*. Still focusing on the same field, Luthfa (2018) has analyzed the types of complaints performed by a bullied victim on the Netflix TV Series *13 Reasons Why Season I*. The study analyzes the types of complaining strategies by the bullied victim, the way of the bullied victim utters the complaint, and identify the reason of the bullied victim utters the complaint in the Netflix TV Series *13 Reasons Why Season I*. Besides, there are some studies having analyzed the complaining strategies used by the characters in the movie, such as the studies conducted by Satoto (2011), Khalifah (2013), and Suminar (2018).

This study, similar to other previous studies, focuses on the complaining strategies used by social media users, particularly on Youtube. Nevertheless, this study explores the complaining strategies by social media users to Deal of the Century which include the updated issues on the conflict between Palestine and Israel, and the involvement of the US. This study is useful to complete the previous studies in the same area related to the act of complaint in social media.

B. Problem Statements

Based on the background study above, the researcher proposes the problem statements for this study, as follows:

1. What are the complaining strategies used by social media users in responding *Deal of the Century*?
2. What are the implicatures of the complaining utterances used by social media users in responding *Deal of the Century*?

C. Objectives of the Study

Based on the problem statements above, the objectives of this study, as follows:

1. To describe the complaining strategies used by social media users in responding *Deal of the Century*.
2. To describe the implicatures of complaining utterances used by social media users in responding *Deal of the Century*.

D. Benefit of The Study

The researcher hopes this study can provide benefit in the future. The benefit of this study as follows:

1. Theoretical Benefit

The writer expects that the result of this study will be beneficial to be used as a reference about linguistics. Moreover, it can be used to enrich the study of pragmatics, particularly on the act of complaint.

2. Practical Benefit

- a. For the Pragmatics Lecturer

This study will provide additional information related to the study of pragmatics particularly the act of complaint.

- b. For the Future Researcher

This study is expected to provide boarder view and information for the other researchers who intend to conduct the study in a branch of pragmatics particularly the act of complaint.