

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication is a part of daily life. Communication becomes a human way to connect with other people around. However, many communications that do not realize has a certain meaning in it. People need to communicate with other people orally to express what need, feel, and intend to do, since it has been one of the characteristics of human being, communicating. As it is written in The Holy Quran (Halmahira, 2012) which is stated “surely we created man of the best stature”, it has been a proof that human is the only creature in the world who is given thought by god.

Human being as a social creature needs to interact and communicate with others in their daily life. When people communicate with others, they can measure the success of the communication from the response that they get. The communication is considered successful when the speaker aware of what the meaning of utterances and the hearer is able to understand the intended meaning what the speaker means. However, when someone says something to another one, the one performs not only the certain purpose but also the expression. By the expression the hearer can understand the intentions behind any statements. Various expressions in daily life can be used by everyone, some types of response that are very interesting to observe are about praise, because many people always said praise but they did not understand the message contained in these words of praise in social communication.

Significantly, Complimenting is part of communication of human in daily conversation. Holmes (1988) stated that compliment as a speech act which explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some 'good' (possession, characteristic, skill, etc) (Holmes, 1988). For example, a compliment offered

to a woman on her appearance is part of the linguistic practice by which women are judged by their looks, while men are complimented on their actions and judged by their accomplishments (Adams, 2010). This research will examine how compliment is expressed in certain conditions, especially compliment attached to obituaries. Many person deliver compliment in certain conditions as many research before examine another aspects of compliment.

According to Chen-Hsin Tang and Grace Qiao Zhang (2008) in their article foundthat Chinese participants prefer to use fewer accepted strategies and more Evade and reject strategies than their Australian counterpart, it concludes that Chinese express appreciation for a compliment more less than Australian. Another finding of the article is that the Chinese participants applied much less combined compliment response strategies than the Australia. In another work Golato (2005) finds about the differences between sociocultural in Americans and Germans, the findings are responses by Germans display fewer rejections and disagreement to complimented than Americans, while the frequency of Americans agreements and acceptance of compliments were higher than Germans(Mohajernia & Solimani, 2013). From the comparison of compliment between Chinese, Australia, Germans and Americans researcher wants to compare the differencesof rule of compliment strategies to give complimenteach other, that the rules are also influenced by the function of the sentence itself or can also be influenced by social habits in each place. Generally, based on the phenomenon, in social media the researcher finds many different forms of compliment from different countries.

Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, twitter,

Orkut, MySpace, Skype etc., are used extensively for the purpose of communication. In fact, social media is transforming the way organizations communicate the social tools that are available today that are very cost-effective compared to traditional approaches such as email and online advertising. Definitely, there is the sad news about BJ.Habibie's obituary.

This news is very worldwide and it hurts the hearts of many people he knows even unknown. Many social media post freely released this news of BJ Habibie's obituary.

BJ.Habibie's obituary is a phenomenon that shook the world of technology. Many developed countries feel lost him. A father of the world's spotlight technology that is highly valued. Indonesia is the hometown of BJ Habibie, very crowded and cloudy at the departure of Mr. Habibie. Many media wrote his services, contributions and personality. Former Indonesian BJ Habibie died on Wednesday at a hospital in Jakarta, aged 83, after spending more than a week in intensive care. In a condolence message, current president Jokowi Widodo, he called Habibie a "model of statesman in our life", He said that Habibie is frequently contributed solutions for the country's problems.

Because of this phenomenon the writer wants to show up compliment expressions based on the social media press and social post. This phenomenon can give the parameter how many people understand and know his service and heroes, it makes many social media users give compliment to him in several function. People can know how BJ Habibie was accepted in the world for the rest of his life. The varieties of compliments delivered through social media. This is very interesting when raised in an article that has never been written before. It can be the masterpiece for the first written about the existential of BJ Habibie the wonderful hero from Indonesia.

B. Problem Statement

Based on the background of the study and the limitation of the study, the Researcher wants to elaborate the problem of the study, the problem are:

1. What are the topics of compliment used by social media users in BJ.Habibie's obituary?
2. What are the functions of compliment expression used by social media users in BJ.Habibie's obituary?

C. Objective of the Study

Based on the background of the study the researcher wants to elaborate the objective of the study, the objectives are:

1. To clarify the topics of giving compliment used by social media users in BJ. Habibie's obituary.
2. To describe the functions of compliment expression used by social media users in BJ. Habibie's obituary.

D. Benefit of the Study

In order to give a contribution of the study, the researcher expects if the research can give benefit theoretically and practically to next researchers, lectures or readers from the same study or different study. It's usually useful for social media users and society in communication field. The benefits are divided into:

1. Theoretical benefits

Hopefully, this research can be used for usefully publications or internationally journals actually help and available for social media users for getting reference about compliment analysis. For social media users, this research also can be a reference about compliment analysis. The researcher hopes that this research can add insight knowledge in the field of pragmatic linguistics and have a positive influence on the readers.

2. Practically Benefit

a. Pragmatics Lectures

Hopefully this research can enrich the knowledge about compliment expression competence in their teaching process. Considering the results of this research pragmatics lectures can determine actually what can give to their students, especially when giving the materials about speech act or expression utterances. This research can make realization if compliment is important part of daily communication. The Pragmatics Lectures must choose appropriate materials in teaching their students.

b. Future Researchers

After this research, the next researchers can enrich knowledge toward compliment expression. They can also use this research for their reference. The next researchers can use the result from this research for mapping or giving position for their research.

c. Social Media Users

This research can give the illustration of kinds of compliment expression may be used in social media. In other hand, this useful to correct continually any expressions which are the part of compliment expression and also to know the strategy of giving compliment in social media. The social media users also can enrich their knowledge about the kind of compliment functions used in daily human communication. This publication universally helps the social media users for delivering their idea or intelligence based this analysis and enriches the social media page about variety observation.