

CHAPTER I

INTRODUCTION

A. Background of the Study

Poverty is a phenomenon that occurs in almost all developing countries. Poverty arises because of the inability of some people to organize their lives at a level that is considered human. This condition causes a decrease in the quality of human resources, so that their productivity and income are low. The cycle of poverty continues because people with low incomes are unable to access education, health, and nutrition properly, causing the quality of human resources from the intellectual and physical aspects to be low, resulting in low productivity.

Poverty is a state in which people are severely deprived of essentials including food, clean water to drink, sanitary facilities, health care, housing, education, and information. It is based on access to services as well as income (Spicker, 2007). The issue of poverty has become a major concern in the world community. The currents of globalization and the rapid development in various fields are not in line with the decline in the number of poor people in the world. In Asia, such as Indonesia, there are many economic disparities or inequalities between high- income groups and low-income groups. This is evidenced by research results that show an increase in the poverty rate every year. Not only in developing countries such as Indonesia, Africa also an area with a very high poverty rated according to World Bank Standards. Poverty in Africa causes hunger and chronic malnutrition, which causes many residents, especially children, to be infected with viruses to their death. Many things cause poverty in Africa, such as war, climate, high population, viruses, and unfair trade.

The news about poverty must be spread on all platforms, especially in newspapers. In the digital era, news and information can be accessed on social media platforms such as Facebook, YouTube, Twitter, and online news reader applications. Social media is a virtual network community that can be used by people to explore the world, especially for information. Information is not only presented in written form but is also presented in video form. On various platforms, all types of news and information can be viewed and commented on by social media users. This raises various opinions from social media users. On one of the social media platforms, namely Facebook, researcher found a video about the issue of poverty, which caused a lot of comments from social media users. The video was uploaded by Foodie Kim's Facebook. According to the owner of the account, the video comes from South Africa. It shows a crying child tied to a tree while his parents are busy working in the fields. The video received a lot of

attention from the viewers; this can be proven from the comments that contain sympathy and empathy expression towards the video.

In social phenomena, people still assume that sympathy and empathy have the same meaning. In fact, sympathy and empathy is not the same thing. People use the phrases sympathy and empathy in a variety of social interaction scenarios, including condolences, pity, compassion, sadness, agony, and many more. Each person's sympathy and empathy might be a hallmark of humanity. Sympathy refers to how people feel for one another (Batson et al., 2011, pp. 614–625). Empathy is the ability to understand the thoughts, feelings, and emotions of another person (Darwall, 1998, pp. 261–282). The word "*feeling along with*" can be used to describe sympathy, whereas the phrase "*feeling within*" can be used to describe empathy (Darwin & Murray, 1888, p. 336). The word "*I'm sorry to hear that*" means sympathy expression, while "*It hurts me too*" means empathy expression. In social interactions, there are displays of sympathy and empathy. As a result, this research has a close link to sociopragmatics, which is concerned with analyzing the use of language in social interactions (Holmes, 1994, p. 269). An example of sympathy expression can be seen below.

Datum 3/ FB/ FoodieKim/ July 2022/ Huin Pwint

"This is so sad; I feel pity at the moment"

The speaker of the utterance above is Huin Pwint. The speaker says, '*I feel pity at the moment*'. Her utterance emphasizes the feeling of pity. By the word "*sad*" that means tearful and sorrow, the speaker expresses her feelings of sympathy. The speaker wants to show her feelings to the little kid who was tied to a tree and cried. Based on her utterance, it can be concluded that the speaker cannot protect the little kid; she just showed her feelings of sympathy, so it can be categorized as passive sympathy.

Social interaction can also be reflected in the use of language in social media. In social interactions, utterances can sometimes carry the speaker's spoken purpose or inferred meaning. By implicature, the researcher refers to a speech that has implicit meaning. Implicature is the difference between what the speaker literally said and what the speaker said in his or her speech (Levinson, 1983, p. 128). The speaker's literal words and the speaker's real words diverge. It can be concluded that implicature is a message that is stored from what has been said, so it cannot be directly concluded through speech but must also be understood by meaning. Speech and implicature are very important in social interactions to reduce misunderstandings. An example of implicature can be seen below.

A: "Where is my pen?"

B: "Your brother opened your school bag this morning"

In short conversation above, between A's question and B's answer is unrelated actually. It can be seen that between what B's literally said and B's actually said are different. The B's utterances contain implied meaning to answer A's question. The B's answer contains hidden answer to A's question. B's implied meaning is B's does not know where A's pen is, but B answered that A's brother opened his school bag this morning. It means that B didn't know where A's pen and may A's pen be taken by his brother this morning. Based on that explanation, B's utterance can be called by the implicature because B's utterance contains implied meaning.

This study has a correlation with the previous study. The first study is entitled "*The Relationship between Compassion, User-Generated Content, and Brand Equity*" by Hoang (2020). The goal of the research is to analyze how sympathy spreads through social media networking. This research was examined using multiple phases, including a review, a comparison to previous research, and the development of new research. The data were messages from social media users, and the data were sympathy expressions. The findings revealed that there is a link between compassion and social media networking when it comes to propagating a message. It was represented in social media networking by the use of sympathy (Twitter, Facebook, Instagram, and YouTube). The second previous study conducted by Rodarte (2019) entitled "*Social Media Use and Empathy: Mini Meta-Analysis*". The goal of this study is to examine the relationship between empathy and social media. Meta-analysis research was used to examine this study. The data sources were empathy responses, and the data sources were social media users. Observation was used as a method of data collection. The findings substantial relationship between empathy and social media. It revealed a link between social media and cognitive and emotional empathy.

Based on the explanation above and comparing it with the previous studies, the researcher conducts this study to describe the many types of sympathy and empathy expressions, as well as their implications expressed by social media users about the video of poverty. The researcher employs McDougall's sympathy theory, Goleman's empathy theory, and Grice's implicature theory to examine the data in this study. The goal of this study is to wrap up several prior studies. As a result, the researcher is drawn to studying the types of sympathy, empathy, and the implicature on social media, especially on Facebook. Finally, the researcher formulates the appropriate title for this study, that is, "**SYMPATHY AND**

EMPATHY EXPRESSIONS GIVEN BY SOCIAL MEDIA USERS TO THE VIDEO OF POVERTY”

B. Problem Statement

Based on the research background, the writer states the problem of this research as follows:

1. What are the types of Sympathy and Empathy Expression given by social media users to the video of poverty?
2. What are the Implicature of the expression of Sympathy and Empathy given by social media users to the video of poverty?

C. Objective of the Study

Based on the problem statement mentioned above, the writer has the objectives of this research are as follows:

1. To describe the types of Sympathy and Empathy expression given by social media users to the video of poverty.
2. To describe the types of implicature and meaning given by social media users to the
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video of poverty?

D. Limitation of the Study

In this research, the researcher analyzes the types of sympathy and empathy expressions. After observing the video of the poverty, the writer found many comments given by social media users contained expressions of sympathy and empathy. So, in this research, the researcher limits the research by identifying the sympathy and empathy expressions in the comment sections given by social media users. The researcher wants to enrich the discussion on the types of sympathy and empathy expression and implicature.

E. Significance of the Study

The benefits of this research are as follows:

1. Theoretical
 - a. This research is used as an academic reference by other researcher in conducting further research dealing with the expression of sympathy and empathy.

- b. This research enriches the study on pragmatics research about the expressions of sympathy and empathy given by social media users.

2. Practical

For the practical benefit, this research is carried out in order to give contribution for the student and the teacher.

a. English Learner

The result of this study could provide the information about the types of sympathy and empathy expressions and its implicature found in the comments given by social media users to the video of poverty.

b. The Lecturer

The lecturer of pragmatics can recognize the types of sympathy and empathy and its implicature. The result of this research can be used as the matter to direct students comprehend the pragmatic study especially socio pragmatics. This study provides a solution of pragmatic study particularly on speech act theory.

c. The Researcher

This study provides benefits to the researcher in the form of insight and experience. This study is also a requirement for graduation as a bachelor of English Education Department.

d. Future Research

This study will provide other researchers with a better understanding and new perspectives on the various sorts of compassion and empathy displays and implicatures in social interaction