

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher elaborates the background of the study, focus of the study, objective of the study, and benefits of the study.

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

People need language to communicate in social life. Language is very important for communicating and interacting with other people as it allows us to express our opinions, suggestions, feelings, etc. Therefore, we can refer to language as a means of communication and interaction in social life. According to Hardini & Sitohang (2019), the communicative activities that people use language in their daily life require the use of language that both the speaker and the listener can understand. We have to learn it because every place we live has a different language.

In social communication, a speaker uses speech acts in language. Speech acts are acts that are performed through utterances. When a speaker expresses something about what they say (called utterance), they actually perform an action through that utterance (Nur & Rosa, n.d.). From this explanation it appears that people will probably do something by negotiating, begging, ordering, advising, and persuading in communicating with others. Speech acts include psychological situations, for example, thanking and apologizing. Meanwhile, social speech acts are like influencing the behavior of others, for example, reminding, ordering or making contracts (for example, promising, naming).

Humans are social creatures. That is, beings who need help from others to meet their own needs or to do something. This encourages people to use more direct speech acts. A directed speech act is an act performed by the speaker with the intention that the listener will perform the action mentioned in the utterance. For example, command, order, ask, demand, advice. The directives have strong relationships between speakers and listeners. The way speakers get the listener's attention the most is through the use of instructions (Oktadistio et al., 2018).

It is necessary to use polite language when expressing those expressions and performing speech acts in social life. Polite language makes interaction and communication smoother. Rosari (2016) states that politeness is an important aspect of language use. Because when communicating using language, it is necessary to take into account the feelings of the other person or the interlocutor. Social interaction works well if we practice politeness and a sense of protecting others' feelings with our speech. Others can see how well-mannered we are by the way we communicate. So there are cultural norms that apply to society and must be followed, not just saying what we think. Our words may sound polite in one place or region, but in another place or region the words or phrases may sound a little offensive or rude. It must comply with the rules and norms that apply according to customs. So that we can implement these strategies in our daily conversations to create a positive atmosphere.

Ryabova (2015) states that there are two principles of politeness : absolute politeness and relative politeness. Politeness can be associated with positive politeness and negative politeness. Negative politeness means minimizing language that contains harsh elements or harsh tones. On the other hand, positive politeness maximizes linguistic politeness. Ryabova also defines relative politeness as people behaving politely according to local cultural norms. For example, Javanese and Sundanese are often said to be much more polite than Betawi. Therefore, standards of politeness vary according to specific cultures and idioms. Other criteria relate to specific groups of people, such as gender, age group, social status, and class. Relative validity varies in many dimensions, depending on the standard or set of standards.

Brown and Levinson's theory of politeness strategies which is also the theory used in this research states that politeness is the behavior of people who try to consider the feelings of the person they are talking to. Politeness also means not just saying "thank you" or "please" at the appropriate place. It's about how people appropriately use language with their interlocutors. That said, politeness is an important part of maintaining good relationships with others. Brown and Levinson, in their theory of politeness strategies, then divided them into four types of

politeness strategies. Bald on-records, negative politeness, positive politeness, and off-record strategies.

In addition to these four types of polite strategies, polite theory is also relevant to verbal and nonverbal communication. Verbal communication refers to using words to convey messages, while nonverbal communication refers to using gestures, eye contact, facial expressions, or general appearance as elements of communication to convey messages. It means when one person communicates verbally or non-verbally with another person, it is possible for that person to take actions that threaten another person's face or save another person's face. This is known as the theory of politeness, and politeness consists of two components. This is a positive face and a negative face. The positive is the 'self-image' and the negative is the face of the drive for freedom (Safitri & Kusumaningtyas, 2022).

Therefore, in this study the researcher focused on the use of politeness strategies in directive speech acts used in the movie script "*Princess Protection Program*". There are three reasons why researcher conduct research on this topic. First, directive speech acts are types of speech acts that are often used by speakers in everyday conversations. The second reason is that the use of politeness strategies is also very important in conversations between speakers and speech partners. The next reason, the use of politeness strategies and directive has a strong relationship between speakers and listeners.

Facial expressions can be an important factor, as faces can (non-verbally) explain unspoken meaning. Written and spoken utterances clearly have meaning. In sequences, non-verbal elements may support and give meaning to linguistic elements, and vice versa. These two things can be seen everywhere, including in the media. One of them is the movie, where there are quite a few facial expressions that show opposite facial expressions before and after the main character (Hidayat, 2016).

As we know, movie is a series of still images captured by a camera which gives the illusion of motion when viewed on a screen due to the influence of phi (apparent motion) phenomena. Cinema is a work, art, culture, audiovisual communication media based on cinematographic principles. Conversations in the

movie contain elements of politeness strategies that can be found from the interactions between actors in the movie. From the interactions shown by the characters, we as spectators can find out the nature or character of the movie's characters. This can be seen from the politeness of the movie characters in speaking and behaving. Thus, movie can be a means of learning politeness strategies that can be implemented in social life (Isabella et al., 2022).

There are many directive utterances that are commonly used in movie dialogue. This makes researcher interested in studying politeness strategies used in directed speech of movie characters, which can be used as examples of the application of politeness in social life. And the perfect movie for this theme is the *Princess Protection Program* movie. As such, researcher is interested in studying politeness strategies in *Princess Protection Program*. The *Princess Protection Program* is a Disney Channel movie. The film premiered on Disney Channel precisely on June 26, 2009 in the United States. He was subsequently released on DVD on June 30, 2009. The 2009 Teen Choice Her Award-winning movie is directed by Alison Liddy Brown and stars actress and singer Demi Lovato and Selena Gomez. Annie de Young is the screenwriter for this movie.

The *Princess Protection Program* is the story of saving a princess in danger. On the day she was crowned Queen of Costa Luna, she was threatened by General Kain, who wanted to take over her kingdom. Threatened, Rosalinda's daughter escaped and disguised herself as an ordinary American girl. This daughter protection mission will force Rosalinda to live with her son Carter Her Mason (Selena Gomez) at Agent Her Joe Her Mason's house. Carter makes it her mission not only to protect Rosalinda's daughter, but also to make her act like her normal teenager. However, the royal culture, which is 180 degrees different from the customs of common American teenagers, makes it difficult for Princess Rosalinda to adjust.

This movie tells about the life of a royal princess. As we know how royal people communicate, usually the royal family pays close attention to how they speak and pays attention to the choice of language used, especially in using directive speech acts. The royal family values modesty very much. Therefore, the researcher

chose this movie as a reference for using politeness strategies in everyday conversation. Of these two things, politeness strategies and movie are combined in this study, and researcher develop them to get examples or explanations of how politeness strategies can be used in real social life. Therefore, the researcher gave the title of this study as *An Analysis on Politeness Strategies in The Directive Utterance by Characters in Princess Protection Program Movie Script*.

## **B. Problem Statement**

In the movie analysis, there are two variables in it. The first aspect is the linguistic aspect, and the second aspect is the non-linguistic aspect. The linguistic aspect discusses the language used in the movie, while the non-linguistic aspect discusses the time and place of the movie.

The aspects that the researcher focused in this study were the linguistic aspects of the *Princess Protection Program* movie. The linguistic aspects of this movie cover many things, but in this study the researcher focused on linguistic aspects in the use of directive utterances and politeness in language. In analyzing and understanding the meaning of what the characters say in the conversation, there are several problems. In short, the research problem can be formulated like the three points below:

1. What are the types of Directive Speech Act found in the movie *Princess Protection Program*?
2. What are the Politeness Strategies used in the movie *Princess Protection Program*?
3. What is the tendency of using Politeness Strategies in Directive Speech Act in the movie *Princess Protection Program*?

## **C. Limitation of the Study**

There are many types of speech acts that occur in the movie *Princess Protection Program*. This research only focuses on directive speech acts, neglecting other types of speech acts that could contribute to a more comprehensive understanding of politeness strategies in the film. This study examines utterances

containing directive speech acts in conversations between characters in the film, as well as the use of politeness strategies within them. The researcher identified the types of directive speech acts, the use of politeness strategies, and the tendencies of using politeness strategies in directive utterances.

#### **D. Objective of The Study**

Based on the problem statements, the researcher has three research objectives. And the objective of the study of this research as follow:

1. To examine the types of Directive Speech Act used in the movie *Princess Protection Program*.
2. To examine the used of politeness strategies seen in the movie *Princess Protection Programs*.
3. To explain how the tendency of using Politeness Strategies in Directive Speech Act in the movie *Princess Protection Program*.

#### **E. Significance of the Study**

From this research, the researcher hopes that the results of the research conducted can provide benefits. These benefits include the following:

1. Theoretical Significance:

In theory, this research can broaden students' knowledge, especially students majoring in English. This research also displays previous studies that discuss politeness strategies that can be used as references for further research.

2. Practical Significance:

- a) For English Department students, this research will deepen our understanding of speech acts. Students at the English Institute hope that this research will help them become more conscious of speech acts in everyday conversation and learn more comprehensively.

- b) For other researchers, this research will be useful for conducting a more comprehensive study of related research. This research allows other researchers who want to perform speech acts on the same topic to refer to this study
- c) For the public, the public will know how to criticize with proper courtesy strategies. Through this research, we hope that the general public will be able to understand how to use politeness strategies in context and situation.

#### **F. Research Paper Organization**

This thesis is divided into five chapters in which each chapter consists of further division. Chapter I Introduction, it consists of Background of Study, Problem Statements, Limitation of the Study, Objective of the Study, Significance of the Study and Research Paper Organization. Chapter II Review of Related Literature, it consists of Previous Study and Underlying Theory. Chapter III Research Method, it consists of Research Type, Research Object, Data and Data Source, Techniques of Collecting Data, Trustworthiness, Technique of Data Analyzing and Theoretical Framework. Chapter IV Finding and Discussion, it consists of Result and Discussion. Chapter V Conclusion, it consists of Conclusion, Implication and Suggestion. Bibliography, Appendix.