

CHAPTER I

INTRODUCTION

This chapter would like to present background of the study, limitation of the study, problem statement, objective of the study, and significance of the study.

A. Background of the Study

Politeness is very important in conversation. It is considered as a universal phenomenon in language use. It does not refer to rules of social behavior such as letting people in through doors first, or wiping one's mouth on a napkin rather than the back of one's hand. In this case the politeness strategy becomes important in choosing speech sentences in people's lives. Currently, YouTube is a media that is watched by many people to get information and entertainment. Youtube is currently increasingly widespread, a lot of content that does not educate viewers and is termed as impolite. Politeness is a hallmark of Indonesian culture, so you have to be very careful in choosing and filtering the quality of shows to consume content on YouTube. In a speech usually, the guests consist of the public and the educated elite or those who have great experience related to the campaign or whatever topic is being discussed at the speech.

In Donald trump junior's speech, the speaker makes a speech by using politeness to keep his face before the listeners so as not to embarrass him. Many utterances uttered by Donald trump junior use politeness strategies, as stated in the politeness theory of Brown and Levinson (1987) the purpose of using politeness strategies is to avoid or minimize distortion of the speaker's self-image due to facial intimidation. Related to the topic, Politeness is very often found in formal speech, Donald Trump junior uses politeness strategies in some of his utterances when addressing RNC, CPAC, and conventional republicans. But, in a Donald Trump's speech it also contains allusions that directed to the previous president but the speaker delivered in polite way according to standards in formal speeches.

The phenomenon of politeness does not only occur in everyday conversation, but also in the speech delivered by the speaker. On the video Donald Trump Junior's Speech The phenomenon is the using of politeness strategy in a speech delivered by Donald trump junior, because in his speech many sentences satirized the opponent of his father (Donald trump) or the previous president.

B. Limitation of the Study

The researcher is took an analysis of politeness strategy concept because the object of research Donald Trump Junior speech. It's so many utterances that can be analyzes with politeness strategies by Brown and Levinson theory's.

C. Problem Statement

Based on the background of this study, the researcher formulates the question there are:

1. What are the types of politeness strategies used in Donald Trump Junior Speech?
2. What factors influence the politeness strategies in Donald Trump Junior Speech?

D. Objective of the Study

1. To identify the types of politeness strategies that used in Donald Trump Junior Speech
2. To identify what factors influence politeness strategies used in Donald Trump Junior Speech

E. Significance of the Study

1. Theoretically

Theoretically, this study expected an academic, especially linguistic, contribution to the concept of politeness strategy in Brown and Levinson's theory.

2. Practically

In fact, this study is set aside to provide valuable information to other researchers, students, and readers. For further researchers, this study should provide a basis for a deeper analysis of politeness strategies. For students, this study provides useful information for understanding politeness strategies, and it will also help readers who want to learn the concepts of politeness strategies. researcher hope that we can do both by learning polite strategies for respecting others without being rude.

F. Research Paper Organization

This research paper is divided into five chapters.

Chapter I introduction which discusses the background of this research, describes the phenomenon of politeness strategies used in Donald Trump's Junior speech. The significance of this research has two major significance, namely practical and theoretical. And the organization of research papers.

Chapter II is a related literature review which includes previous studies, for example such as the use of politeness strategies in movies, there are various types of bald on record, positive politeness, negative politeness, and off record. From previous research it was analyzed using Brown and Levinson theory.

Chapter III is research method. This chapter consists of a type of qualitative approach research that is used to analyze politeness strategies using Brown and Levinson's theory. The object used is Donald Trump Junior Speech, the data taken from ABC News and News 19 WLTX Youtube Channel. The method of collecting data use observation by watching the videos and listening carefully. The data validation used triangulation. The technique of analyzing data there are: Firstly, the researcher doing data reduction. The secondly, the researcher do the data display. And the last, the researcher can draw the conclusion and make a verification.

Chapter IV is analysis and discussion, the author analyzes what are the types of politeness strategies used in speeches by Donald Trump junior Speech, and what factors encourage the use of politeness strategies in speeches by Donald Trump Junior Speech.

Chapter V is conclusion, implication and suggestion. It consists of conclusions from the results of research related to the types of politeness strategies used in speeches, implications, and suggestions for future researchers.