CHAPTER I

INTRODUCTION

1.1 Background of Research

Webster (cited in Chaer and Agustina (2010: 17) defines that “communication is a process by which information is exchanged between individual through a common system of symbols, signs, or behavior. There are three components that exist in communication process, they are participant, information, and tool. Participant is people who do the communication (sender and receiver) through language or gesture (Chaer and Agustina 2010: 17).

Language has various kinds although the language has different rules, because the language user has a different culture and social, then automatically the language itself will be different. Including in the level of phonology, morphology, syntax, and even the lexicon.

According to Chaer and Agustina (2010: 14):

“Language it is style. It means, although a language have a same certain rule or pattern, but because language used by speaker who are heterogeneous which has different social background and behavior, then the language become style, including level of phonology, morphology, syntax, and even the lexicon.”

Besides that, variety language of language can be seen from the style. Martin Joos (cited in Chaer and Agustina, 2010:70) variety language devided into five styles, those are frozen style, this is a very formal language that used in the formal situation such as national ceremony, speech, etc. Formal style is used in
the national speech, meeting, religious speech, study book etc. Consultative style is used in the common speaking in school, meetings, or communication that oriented to the result or production. Casual style that used in informal situation, to do the communication with family or friends in the rest time, sport, etc. Intimate style it used by the speaker that has a close relationship, like member of family and a close friend.

Those styles has their own roles in the communication process and it depends on the relationship of the person who does the communication in the society. Sometimes the society imitates variety of language from a movie. Because, the movie is a reflection of the real life. That is the reason why the researcher using a movie as the object of this research. The researcher found a lot of various expressions in the conversation between characters that showing an attitude or awareness and in English study it is called as politeness strategies.

According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearers' "face." Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. It means, politeness strategies can be using by society in the communication in order to smooth and run well. And then, the public or private situation become harmonious interpersonal relationship. The communication by using politeness strategies is not only occur in the real life, but also can be occur in the movie.
Therefore, this study focuses on politeness strategies in two movie subtitles titled Pitch Perfect 1 and Pitch Perfect 2, those movies script by Kay Cannon. The movies were booming in 2012 and 2015. The movie has two sequels and the researcher interest to research about those movie. There are the movie dialogues or conversations that contains politeness strategies. The movies tell about situations in the campus or the students collage. Based on the explanation politeness strategies in those movies, this study focuses on the movies about pragmatic by entitled “Politeness Strategies in Pitch Perfect 1 and Pitch Perfect 2 Movie Subtitle”.

The researcher found several papers which already discuss with the similar topic. On Khomsah (2014), entitle “Politeness In V For Vendetta Movie Script: Function and Types”. In Universitas Islam Negeri Sunan Gunung Djati Bandung. In that research, the research can be formulated into two problems. The first is kinds of politeness functioning the script of V for Vendetta Movie. Second is positive and negative politeness expressed used in the script of V for Vendetta Movie. The researcher, analyzed used the theory is Leech it is principle of politeness and maxims .That research found the speech with many types of Positive Politeness and Negative Politeness little found types. That research can conclude the utterances as performed by the speaker those appear in the conversation in V for Vendetta script movie. Which contains about positive politeness and also fitted by the function politeness. So clear, that communication between the hearer and the speaker realized the goal had been achieved.
In advance there is other researcher that have been conducted about pragmatic the researcher is Purnama (2012), entitle *The Politeness Strategy of The Characters In Scott Silvers Script Of “8 Miles”*. English Department of Adab and Humanities Faculty. The State Islamic University of Bandung Sunan Gunung Djati Bandung. The researcher analyzed the best kind of politeness strategy that can reach the purpose in a dialogue and the condition if politeness is not used. The researcher used theory from Brown and Levinson, there are FTA and Contextual Facework.

1.2 Statement of Problem

From the explanation in the background above, it implies the problems which indicate the analysis of politeness strategies and the variation of responded on these movie. The researcher would like set up the problem as follows:

a. What kinds of politeness strategies are used in *Pitch Perfect 1* and *Pitch Perfect 2* Movies?

b. How are those politeness strategies responded in *Pitch Perfect 1* and *Pitch Perfect 2* Movies?

1.3 Research Objective

Based on the statement above, the aim of the research as follows:

a. To describe politeness strategies are used in *Pitch Perfect 1* and *Pitch Perfect 2* Movies.
b. To explain politeness strategies responded in *Pitch Perfect 1* and *Pitch Perfect 2* Movies.

### 1.4 Significance of Research

1. Theoretically, the research is significant to provide some information about politeness strategies for those who are interested in the research of politeness strategies.

2. Practically, this research is hoped to be one of the references for the next researcher to conduct similar research about politeness, especially politeness strategies.

### 1.5 Conceptual Framework

This paper focuses on the some theories of politeness strategies, meaning of the politeness, face and threatening acts by Brown and Levinson and supported another theories to complete the research.

The politeness strategies based on Brown and Levinson based on Brown and Levinson (1987:94) further define face-work in two nation, this is positive face and negative face. Positive face is defined as desire to be accepted by to hearers, such as to maintain connection, while negative face is the desired not to be imposed upon by others such as maintaining autonomy. Negative face is threatened when disagreement occur. While, the negative face is threatened when request occur.

Meanwhile Yule (1996) says that “negative face is the need to independent, to have freedom of action, and not to be imposed on by others.
Positive face is the need to be accepted, even liked, by others, to be treated as a member of the same group and to know that his or her wants are shared by others”. Based on the statement, it can be understood that negative face is need to be independent and positive face is the need to be connected. The theory of Brown and Levinson will be applied to be politeness strategies found in the “pitch perfect 1 & 2” movies. Brown and Levinson present four strategies to face “threatening face” (FTA’s = Face Threatening Acts); Bald on Record, Negative Politeness, Positive Politeness, and Off-Record-indirect strategy.

According to Yule (1996) that bald on record are can directly addressed the others as means of expressing your needs. The most direct approach, using imperative forms. A person who uses this can be in the emergency situation. Brown and Levinson (1987:101) states that the positive politeness is approached-based, to try to show that S wants what H’s wants (shares H’s positive face wants). Positive politeness is redress directed to the addressee’s positive face, his perennial desire that his wants (or the action / acquisitions / values resulting from them) should be thought of as desirable. Meanwhile, Yule (1996) says that “positive politeness is a face saving act which is concerned with the person’s positive face will tend to show solidarity, emphasize that both speakers want the same thing, and that they have a common goal.

Negative politeness strategy (formal politeness/respect politeness) has the main focus on assuming that you may be imposing and intruding on H’s space. In other words, speaker attempts to minimize the imposition on H or acknowledge H’s negative face. This strategy assumes that there might be some social distance
or awkwardness between speaker and hearer and it is likely to be used whenever a speaker wants to put a social brake on his interaction (Brown and Levinson, 1987:129). Meanwhile, based on Yule (1996), that negative politeness is a face saving act which is oriented to the person’s negative face will tend to show deference, emphasize the importance of the others time or concerns, and even include an apology for the imposition or interruption.

Off record strategy is final politeness strategy outlined by Brown and Levinson is the indirect strategy; That strategy uses indirect language and removes the speaker from the potential to be imposing. Brown and Levinson divided some sub-strategies they are: (1) give hints, (2) give association, (3) presuppose, (4) understate, (5) overstate, (6) use tautologies, (7) use contradiction, (8) be ironic, (9) use metaphors, (10) use rhetorical question, (11) be ambiguous, (12) over-generalize, (13) be vague, (14) displace, and (15) be incomplete. Meanwhile, according to Yule (1996) state off record are not directly addressed to the others. The other can act as if the statements have not even been heard.

1.6 Organization of Writing

The analysis of this paper is about two things in the Politeness, those are kinds and the responded of politeness strategies. To make the readers easy to understand this paper, then this paper is divided into five chapters.

CHAPTER I defines about background of research, statement of problem, objective of study, significances of study, conceptual framework and organization of writing.
CHAPTER II defines about the literary review that describes about the definition of politeness, the definition of politeness strategies, the face, and the kinds of politeness strategies.

CHAPTER III defines about the method of research. It consist of five sub chapters including research design, data, source of data, technique of collecting data, and technique of analyzing data.

CHAPTER III defines about data analysis discusses and analyzes the data which were collected using the theories Brown and Levinson and methodology by Sugiyono.

CHAPTER IV defines about conclusion and recommendation.