

CHAPTER I

INTRODUCTION

This chapter provides background information and rationale of the study. It is subdivided into five sections, namely (a) research background, (b) research questions, (c) research objective, (d) research significant, and the last (e) organization of writing.

1.1 Background

Nowadays the term Millennial Generation is familiar to the ears. Asri (2017) in her essay states that millennial generation was born when technology such as mobile phones and internet was introduced in the community. Thus, the Millennial Generation is very understanding of technology, especially the use of the Internet, which makes them dependent on the technology. A quoted from Penjaga Rumah (2017), the millennial generation is dominating in the world of social media such as Facebook and Instagram. Social media is any website that allows social interaction, that popular networking websites like Facebook and Instagram is a social media application to share photos and videos.

In the millennial era, technology has become a necessity, especially gadgets for social media. According to Asri (2017), technology and the internet have become a necessity especially gadgets for social media and publishing daily activities, but very different in the real world, they become less concerned about the environment. Penjaga Rumah (2017) states that millennial generation tends to be less concerned about the social circumstances, most of millennial generation is only cared to boast the pattern of freedom and hedonism. Freedom is the act freely when the behavior causally arises from a desire and hedonism is the view that fundamental moral obligation is to maximize pleasure or happiness. Using social media Web

sites is among the most common activity of today's children and adolescents, certainly affecting their behavior. Barzam (2017) states the etiquette in communication becomes something faded by social media, and the teenagers are freely express their opinions regardless of whether the words written or spoken were offensive to other. In modern life, it seems that children in social interaction often ignore environmental conditions including used languages without regard to the environment in which they speak. In this millennial era, to be polite is very important. Because this generation is experiencing dis-equilibrium or loss of moral balance, judging by the many shifts in social values that occur nowadays.

Polite is not only seen in attitude but also from language that known as politeness. It is known, that politeness has an important role in making a harmony situation, especially in a communication process. Leech (1983: 81) argues that politeness is forms of behavior aimed at creating and maintaining harmonious interaction, again lacks the egocentric nature of politeness behavior. It can be assumed that politeness is the ability of participants in a social-communicative interaction to engage in interaction at an atmosphere of relative harmony. Watts (2003: 39) also says that politeness is the natural attribute of a 'good' character. It implies that politeness is the ability to please others through one's external actions and the ideal union between the character of an individual and his external actions. Politeness means making hearer feel good.

As politeness is an aspect of pragmatics, the present study is intended to make a contribution linguistics research field by choosing it as the subject of the research. The Brown and Levinson's politeness theory is used in this research. Brown and Levinson (1987: 317) find two strategies the basic elements of the linguistic politeness, there are positive politeness and negative politeness. Brown and Levinson's (1987) concept of linguistic positive politeness is focused on the hearer's positive face, the possible face threat is reduced thanks to the fact that the speaker desires for at least some of the hearer's wants. And negative politeness strategies

are redressive actions addressed towards the hearer's negative face. In the view of Brown and Levinson to engage in good social relationships must recognize and has an awareness of what is referred to as the face, the self-image that is in someone who is addressed or spoken to.

Politeness then draws attention to some researcher to make contribution linguistics research field by choosing it as the subject of the research. Politeness Of Woman's And Men's Language In Keenen Ivory Wayans' Script Of *White Chick* Film by Risma Amalia (2012), the student of State Islamic University of Sunan Gunung Djati Bandung. She uses Lakoff's (1973) politeness theory to analyze the difference between politeness woman's and men's language in Keenen Ivory Wayans' script of *White Chicks* film and the goals of using politeness. The result of this research is the women characters use politeness language in order to more care about others feeling which is they praise, respect, admire their partners and also they facilitate the flow of the conversation, to reach their purpose during the conversation. While men characters use politeness in order to more dominate the conversation by giving direct commands to reach their purposes.

The second study is conducted by Lisna Nova Nurjanah (2012), the Politeness Strategies on Tact Maxim in Allen's *Midnight in Paris*. She uses Leech's politeness principle theory to analyze the types and implementation of politeness strategies and effect between speaker and hearer on tact maxim. The result of this study shows that there are two types of politeness strategies on tact maxim they are commissive and impositive; the implementation of tact maxim divided into two means, they are direct speech act and indirect speech act; and for the effect, there is a violation on tact maxim between speaker and hearer.

The third study is conducted by Suci Khaofia (2014), Politeness Strategies in Nicholas Spark's Novel *A Walk to Remember*. She uses Brown and Levinson's theory of politeness strategies to analyze the politeness strategies used by Mr. Hegbert that using positive and negative politeness strategies. The result of this study shows that positive politeness strategies

are more frequent than negative politeness strategies, and bald-on-record strategy is the most infrequent of the three.

Those previous studies give the contribution to this present study in giving the writer inspiration doing the research, and certainly, it gives the writer an additional source of references. There are many theoretical approaches and analysis concerning politeness as the subject of the research in the linguistics field. In this study, the writer chooses Brown and Levinson's politeness theory as the subject of the research and *Dr. Seuss the Lorax* movie as the object of this study.

This study focuses on the politeness strategies on the child character that found in a movie script written by Cinco Paul and Ken Daurio based on the book by Dr. Seuss. Besides, and the film here is the film entitled *Dr. Seuss the Lorax* by Chris Renaud. This film was made in 2012 presented by Illumination Entertainment and based on Dr. Seuss's children's book. The animated adventure follows the journey of an 11-year-old as he searches for the one thing that will enable him to win the affection of the girl of his dreams. To find it he must discover the story of the Lorax, the grumpy yet charming creature who fights to protect his world.

According to Agustin (2015), *Dr. Seuss' The Lorax* movie can be watched by all people, because the film uses polite language. In this study, the writer decides to choose this movie because this movie depicts the real examples of the use of politeness strategies in the main characters' utterances. Certainly, the main character used both positive politeness strategies and negative politeness when communicating with other. For the reason, the writer would like to identify the language based on the age through the politeness strategies which entitled **THE POLITENESS STRATEGIES OF THE CHILD CHARACTER TED WIGGINS" IN *Dr. SEUSS' THE LORAX* MOVIE.**

1.2 Research Questions

In analyzing the movie script there are some problems that were formulated to the used of politeness strategy applied in *Dr. Seuss' The Lorax* movie script:

1. What positive politeness strategies are used by character Ted Wiggins in *Dr. Seuss' The Lorax* movie script?
2. What are the factors affecting the characters' choices of the positive politeness strategies as shown by Ted Wiggins in *Dr. Seuss' The Lorax* movie script?

1.3 Research Objective

Having looked at the problems above, the aims of this study were focused on:

1. To analyze the positive politeness strategies used by character "Ted Wiggins" in *Dr. Seuss' The Lorax* movie script.
2. To find out the factors affecting the characters' choice of positive politeness strategies as shown by "Ted Wiggins" in *Dr. Seuss' The Lorax* movie script.

1.4 Research Significant

This research is expected to give valuable contribution theoretically and practically. Theoretically, the result of this research is expected to contribute on the development of pragmatics study, especially on how to analyze text using the politeness theory. Practically, this research hopefully can give more understanding about politeness, especially in positive politeness strategies in pragmatics field as the reference for other researchers to help them understand about formula in the movie script.

1.5 Organization of Writing

The writing of this research is arranged into five chapters to analyze the movie entitled *Dr. Seuss The Lorax* movie. The first chapter is the introduction. This chapter comprises background of research, research questions, research objective, and research significance, and the last organization of writing. The second chapter is the theoretical framework. This chapter contains theories that the researcher uses to support the research. There are about pragmatics, politeness, face wants, FTA (Face Threatening Act), politeness strategies, positive politeness. The third chapter is the research method. This chapter consists of the method of research, data and data source, the technique of collecting data, and the technique of analyzing data. The fourth chapter is data analysis. This chapter discusses the data and the analysis from the notes which is the result of observations of dialogues from the movie script that researcher do in this research. The last chapter is conclusions and suggestion. This chapter concludes the whole analysis and provides the suggestion.

