CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses research background, research problem, research objectives, research significance, key terms definition and writing organization.

1.1 Research Background

Language is one of the most important tools used by human in communication with other people. Without language, it is most likely humans cannot work together and interact with others, so communication will not be established properly. Therefore, someone is required to have the ability or competence of communication with a good language in order to be able to relate and cooperate with other people effectively.

Every human being in this world has to communicate with each other to fulfill his or her own needs. In reaching the goal of communication, at least, there will be two parties, the speaker and hearer. In communication, people convey their intentions and know other's needs through their utterances. By saying their intentions, people can achieve their aims. On the other hand, by knowing other's needs, people can place themselves to respond in a certain way.

Sometimes when people communicate, what they utter is not always the same as what they mean. In other words, the speaker has another meaning behind what is said. The listeners, as the partner of communication, have to be able to interpret this meaning since the speakers' intention is implicitly stated. It occurs because they breach from rules of conversation. People must pay attention to some important aspects that is not only about delivering ideas or meaning of the speaker, but also about the way how it is conducted. The success of a communication between

speakers and hearer can be determined by implementing the principles contained in pragmatics.

Yule (1996: 3) states that pragmatics is the study of speaker meaning. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. They have to treat in appropriate ways. It can be realized by speaking carefully in order to make others feel comfortable. Thus, they must pay attention to others expectation which means that the speaker is doing politeness.

Politeness Principle is an important role in human communication. If people can obey this principle, they can make their expression more tactful; whereas, if people violate the politeness principle, they may not make the hearers feel good. Politeness has to be studied in terms of the relationship between language use and social behavior. In the communication process, it is required politeness to have a good relationship with each other.

Yule (1996: 60) states that politeness is an interaction, can then be defined as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situation of social distance or closeness. Showing awareness for another person's face when that other seems socially distant is often described in terms of respect or deference. Showing the equivalent awareness when the other is socially close is often described in terms of friendliness, camaraderie, or solidarity.

Politeness in communication is required by people to adopt strategies of maximizing polite beliefs and minimizing impolite beliefs. Pragmatics is relevant with the politeness because politeness is a strategy employed by a speaker to achieve a variety of goals, such as promoting or maintaining harmonious relations (Thomas. 1995: 157)

The principle of politeness has the maxims of use, which govern good ways of speaking. Leech (2014: 54) postulates six maxims of politeness. First is tact maxim which minimizes cost and maximize benefit to the other person. Second is generosity maxim which minimizes benefit to self, maximize cost to self. Third is approbation maxim which minimizes dispraise and maximize praise of other person. Fourth is modesty maxim which minimizes praise and maximize dispraise of self. Fifth is agreement maxim which minimizes disagreement and maximizes agreement between self and other person. Sixth is sympathy maxim which minimizes antipathy and maximizes sympathy between self and other person.

In this research, the researcher analyzes the politeness principle in the vlog of Andini who is one famous youtuber in London. The reason why the researcher analyzes it because vlog is one of popular content in youtube that tells about daily lives of youtubers being recorded and there is communication inside the vlogs and the characters in the vlogs say spontaneously does not make scripts first, so there are no diction options like in movies. There are several aspects of politeness principle in the vlogs which are spontaneous utterance.

For gathering the ideas and the theories application the researcher involves several previous studies. The first one was from Sopiyan (2014) entitled "Politeness maxims in Oprah Winfrey Talk Show: Michael Talks to Oprah". He found four types politeness maxims (2 data categorized as tact maxim, 16 data categorized as approbation maxim, 2 data as modesty maxim and 9 data categorized as agreement maxim).

The second one was done by Noviani (2014) entitled "A Pragmatic Analysis of Politeness Strategies and Politeness Principles in Uptown Girls". She found tact maxim 15 times, agreement maxim 11 times, generosity maxim 7 times and approbation maxim 6 times. The last position was modesty maxim which occurred twice. Tact maxim got the highest position.

The third one was conducted by Nurwidyawati (2017) entitled "A Analysis on Politeness Principle Used by Students in Research in English Language Teaching in Classrooms Discussion". She found tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The agreement maxim is the most dominant maxim used by the students in the research.

The last one was from Basya (2017) entitled "An Analysis on the Non-Observa nce Maxims of Cooperative Principle in Larry King Show Special: Johnny Depp". He found 3 kinds of Cooperative Principle in the movie, maxim of quality and maxim of relevant. In addition, there are four types of non-observance of cooperative principle in Larry King Show Special: Johnny Depp such as; flouting, violating, opting out and infringing.

Unlike those researches, this research uses different object and theory from some previous research above. The researcher analyzes politeness principle using Leech's theory to find the principle of politeness and how the pragmatic scales do the principle of politeness used in Andini's vlogs.

1.2 Statement of Problem

In conversation, there are politeness principle used by Andini and her family when they are communicating. This research investigates the application of politeness principle in their communication and it analyzes principle of politeness such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. From the problem, the research questions are:

1. What principle of politeness are used in the *Andini's Vlogs?*
2. How does pragmatic scale measure the principle of politeness in the *Andini's Vlogs?*

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1.3 Research Objectives

1. To identify the principle of politeness used in the *Andini's Vlogs*
2. To explain how the pragmatic scales measure the principle of politeness in the *Andini's Vlogs*

1.4 Research Significance

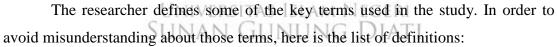This research has both theoretical and practical significance.

1. Theoretical Significance

   This research can give information and enrich the specific knowledge in linguistics field especially on politeness.

2. Practical Significance

   This research can be useful for the readers or students in studying linguistics, especially about politeness principle as additional knowledge in pragmatics. It also can be used as additional references and information for further researcher related with the field

1.5 Key Terms Definition

The researcher defines some of the key terms used in the study. In order to avoid misunderstanding about those terms, here is the list of definitions:

1. Pragmatics

   According to Yule (1996: 3) Pragmatics is the study of contextual meaning. It means pragmatics is concerned with the implicit meaning which is unsaid. It might be considerate the investigation of invisible meaning.

2. Politeness Principles

   Politeness principle is minimizing the expression of impolite beliefs, maximizing the expression of polite beliefs. (Leech, 1983: 81).

3. Pragmatics Scales

Pragmatics Scales are studying the various scales of value that make a particular degree of politeness seem appropriate or normal in a given social setting. Leech (1983: 123) proposes pragmatic scales which can be used to measure the politeness of a speech.

4. Andini's Vlog

Andini's vlogs is a collection of videos that records Andini and her family's daily lives in her youtube channel. She first joined youtube on April 23, 2014 and she first uploaded her video on June 9, 2014.

1.6 Writing Organization

Chapter I consists of introduction of the research which is divided into several sub-chapters namely research background, research problem, research objectives, research significance, key terms definition and writing organization. By seeing this chapter, the readers may understand the content that is going to be discussed in this research.

Chapter II consists of review of literature. In the review of literature the researcher discusses the theoretical framework. The reader will know what kind of theory used in this research by seeing this chapter.

Chapter III consists of research method such as the type of the research, data (including population, sample, technique, and sampling technique), method of collecting data and method of analyzing data. By seeing this chapter, the readers know the data used and the method used to analyze the data.

Chapter IV consists of data analysis. In this chapter, the researcher would like to reveal the result of the research and the detail analysis of the data by using the theories and methods that are mentioned in previous chapters.

Chapter V consists of conclusion. In this chapter, the researcher would like to conclude the research by describing the result of her analysis briefly. After reading this chapter, the readers know whether the researcher gets the purpose of the research she wants or not.