

# CHAPTER I

## INTRODUCTION

This chapter explains background of the research, statement of problems, research objective, research significance, and organization of writing.

### 1.1 Background of Research

As social beings, people are definitely in dire need of communication in each life with others. Especially for people, communication is the most important thing to do in the community. By communication, what people want to express can go smoothly without barriers between each other. It makes language an important communication tool for human life. (Wardough, 2006, p. 3) explains “Language is system arbitrary of symbols and signs that is used for human communication”.

Language is seen as a means of communication, commonly known as written and spoken. There are various types of written communication, such as article, news item, textbook, computer-mediated communication, or others. The spoken communication can be found in such types as casual conversation, discussion, business talk, and so on. Talk-shows, news programs, and many more could be considered as spoken communication and needed to be polite.

Talk-show could be considered as spoken communication and needed to be polite. Polite language is used to make their conversation runs well and goes smoothly. (Waats, 2003, p. 1) stated that “ to characterise polite language usage, we might resort to expressions like the language a person uses to avoid being too direct, or language which displays respect towards or consideration for others “.

In relation to this, Brown and Levinson proposed the concept of face. Face is basic desire/needs that everyone wants to satisfy as stated in (Brown, 1987, p. 1), they suggest,

Politeness strategies are developed in order to save the hearers “face”. Face refers to the respect that an individual has for him or her self maintaining that “self-esteem” in public or in private situations. Usually person tries to avoid embarrassing to other person, or make them feel uncomfortable. Face Threatening Acts (FTA’s) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA’s.

Every interaction has reciprocity that is the existence of a mutually sustainable culture similarity. However, because of these equations, there are several terms, which are the speech culture. In communicating, people throw away the norms of culture, not just given the ideas that are thought. Rotating procedures must be used in a community where they live and use language in communication. Politeness, for people to save the hearer’s face, must be applied and maintained in whatever type of conversation, even in a talk show. In this research, there are two objects, Anggun C. Sasmi and Taylor Swift. Taylor Alison Swift, also known as Taylor Swift (born December 13, 1989) is an American singer and songwriter. Anggun Cipta Sasmi (born in Jakarta, 29 April 1974; age 45 years), better known as Anggun C. Sasmi or Anggun, is a singer, songwriter, recording artist, record producer, panelist, talent search jury, and philanthropist of Indonesian nationality-France, and moved to Europe in 1994 to realize her dream of becoming an international singer.

The application of politeness strategies in a talk show may help people learn how to act proportionally in a stage. In addition, they can be in depth with the politeness strategies used to communicate with other people, and learn the use of politeness a social life. This research is part of a pragmatic study on within politeness area.

This research is part of a pragmatic study on within politeness area. This research was initially inspired by several previous research that interests. The first study found is conducted by Nofrita (2017). The study contrues the positive

politeness strategies and relation with gender; Male and Female. The result of this study are first, the researcher found 8 data of positive politeness strategies that are used by male and female characters. There are 26 data that are used by male characters and 22 data that are used by female characters. Second, the researcher found that male characters are flexible to choose whatever politeness strategies they are using based on their community of practice and context.

The second, study found is that by Kharismawati (2017). The result of this research that there are 34 data that is found by writer in politeness strategy, divides politeness strategies into four parts. 20 data for bald on record (59%), 11 data for positive politeness (32%), 2 data for negative politeness (6%) and 1 datum for off record (3%).

The last, study found conducted by Hayati (2015). The result of this result are politeness strategies in analysis were bald on record, positive politeness, and negative politeness. Face threatening acts that found were acts that threatened hearer's negative and positive face, and acts that threatened speaker's positive and negative face. And the result indicate that sociological variables did not give significant effect to the use of politeness strategy.

All of the thesis above becomes previous study, especially in helping the researcher understand the theories that will be used. Those thesis are based on the almost same discussion that is about politeness strategy. from those previous studies, on average only analyzed the politeness strategies of an object without comparing it with other objects. While this analysis analyzes two objects to find out how the differences in the politeness strategies of the two objects, because each human being has different politeness strategies.

## 1.2 Statement of Problem

By the background of the study above, everyone has a difference in speaking according to their respective cultures. In the talk show, guest stars speak freely according to what they really want to say. The writer analyzes the politeness strategies be found in talk show. The problems proposed are divided into two points that represent this analysis. The questions proposed in this research are;

1. What are politeness strategies used by Anggun C. Sasmi and Taylor Swift in Talk show?
2. What are comparison of the used of politeness strategies by Anggun C. Sasmi and Taylor Swift in Talk show?

## 1.3 Research Objective

In line with the statement of the research questions, this study is aimed to :

1. Find out the type of politeness strategies are used by Anggun C. Sasmi and Taylor Swift in talk show, and investigate ways of face strategies used by Anggun C. Sasmi and Taylor Swift in talk show . In particular, it attempts to identify the positive and negative politeness strategies used to express maintaining face in the talk show.
2. Find out comparison of the used of politeness strategies by Anggun C. Sasmi and Taylor Swift in talk show.

## 1.4 Significance of The Research

In this research, the researcher hopes that this research can give a significance benefit for the the reader and also the research. The result of the study will be practically useful to linguists.

In academic significance, this study would give contributions to the development of pragmatics discipline. The finding would be able to be used as the material in teaching Pragmatics, especially politeness strategies part and its relationship to the culture existence. The finding can also be used by students as the example of politeness strategies role in communication.

In practical significance, the findings of this research would give the information to the readers about the important of politeness strategies in communication. In addition, the researcher hopes that the finding of this study would also be useful for further researchers. The result of this study can be used as a reference in conducting research related to topic in the same field.

### **1.5 Definition of Key Term**

Actress is a woman who acts in a stage plays, motion picture, television broadcast, especially professionally.

Face Threatening Acts (FTA) : Face threatening acts is the acts of threatening someone's negative and positive desire that need to be satisfied.

Guest star is a famous entertainer making an appearance in a show in which he or she is not a regular performer.

Politeness Strategy : In general politeness can be defined as linguistics attitude which can make an addressee feel at ease. Hence, the parameter of being politeness is the convenience in the part of the addressee. In relation with this matter, Brown and Levinson in their phenomenal book proposed the concept of face.

Talk show is a television programming or radio programming genre in which one person (or group of people) discusses various topics put forth by a talk show host.

## 1.6 Organization of Writing

The writing of this research is arranged into five chapters. The first chapter is introduction. This chapter comprises describes about background of research, statements of the problem, research objective, research significance, and organization of writing.

Review of related literature is exposed in chapter two. This chapter is discussed underpinning theory about politeness as grand theory and explains some theory that related in this research.

The third chapter discusses about methodology of the research such as research method, research design, data, technique of data collection and the last are technique of data analysis.

The fourth chapter is the analysis of data. That is explains about applying theory of politeness is applied into the data. It contains the complete analysis done by the writer, or in other words, it presents research findings and discussions.

The last chapter is the conclusions of the study. After doing the complete analysis, the writer makes conclusions of the study. Suggestions for the next writers in order to the research in the future would be better.