

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses the background of this research, statement of problems, research objectives, research significances, definition of key terms, and organizing of writing.

1.1. Background of Research

Nowadays, social media is increasingly used for communication and sharing among users. Information that disseminated about social media could quickly spread in a short time, and then the user could view and know about anything that shared beyond distance and time boundaries. Kind of social media such as Facebook, Instagram, Twitter, WhatsApp, and YouTube are very popular among people, just then mass media such as television, newspaper, and magazine. Because media social more easily to get information in an appeal to the mass media waiting for publishing and printing. Although some of the information in social media is not actual, they give information by the picture to describe the condition of place event like a natural disaster. In this case, the information creates interaction between social users to make decisions to help victims by monitoring the condition of a natural disaster.

Although social media does not provide adequate effects to prevent disasters, it provides new information among the public. On 22 December 2018 Indonesia mourning, tsunami in Banten's coastline damage to resident's houses and eliminate casualties. This disaster has become trending on social media in Indonesia up to broadcasting news abroad, one of which is on social media in the form of YouTube channel of tvOneNews as national broadcasting and national and BBC News as international broadcasting often appears on the YouTube homepage at the moment a disaster has taken place.

In this research, the researcher interested in YouTube channel of BBC News and tvOneNews. BBC News is a news broadcast that is popular all over the world and tvOneNews is a national broadcast in Indonesia television. In this YouTube channel, the news that is broadcast is more accurate because BBC News and tvOneNews is a popular broadcast that is already well-known among the people. Besides broadcasting on YouTube would be still aired

regardless of the time of broadcast compared to other mass media. Thus, People able to interact with each other and appear in the comments column on YouTube.

In social interaction, people conveying ideas that bring reciprocity that extend to other people. People to avoid misunderstanding in expressing opinions or accepting opinions must pay attention to several aspects in understand to communicate well. The study explains how to express opinions in a good way called pragmatics. Not only as a field of study of linguistics, but pragmatics also explains about understanding in expression in expressing opinions appropriate to conditions and context and is associated with one of the principles politeness that will be the focus of this research.

Human will be able to communicate verbal and nonverbal according to the context and situation. The utterance is generally considered polite if the speaker uses polite words, the speech does not command directly, and respects others. The politeness of language, especially in verbal communication could be seen from several indicators. One of them is the maxim of politeness maxim in the speech. The politeness in the word would be used as a barometer of the politeness of one's attitude, personality, and character.

The researcher uses verbal communication as a form of communication delivered by the communicator to the communicant in a written manner. Verbally ideas, thoughts or decisions, more easily conveyed. With hope, the communicant (both listeners and readers) could more easily understand the messages conveyed to disaster victims in Banten's coastline through the comments column on the YouTube channel BBC News and tvOneNews that informs about the condition after the disaster.

The principle of politeness is related to social attitudes. So generally, there are some links with aesthetics in speaking or writing. People needs to use morals to be well received by other speech participants. Because in giving opinions, peoples not only convey a piece of information that needs to be expressed but also needs to be considered to convey that information to maintain social relations between the speaker and partner of speech. Therefore, analyzing the explanatory principle politeness command people to be better at sorting out words that will be expressed.

The politeness principle in pragmatics is a concise statement about the characteristics of human beings in dealing with a situation and action. Based on (Leech, 1983, p. 6) there are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. This principle relates to two speech participants are self as a speaker and other as a speech

partner. Maxim to regulate the use of language and interpretation of actions and speech, so that someone expresses politely and avoids impolite speech.

Sympathy strategies are human ways of sending sympathy for events experienced by others. The way of sympathy communicated by the speaker to the speech partner about a situation that is being experienced by others who find the event, both in a happy condition or in condolences. These two conditions have their way of conveying sympathy and the speaker is not permitted to reverse the situation in giving sympathy. Such as congratulating someone's death and grieving someone's achievement.

Sympathy maxim is a human attitude to be able to care and feel compassion for others. Being nice to others will get good feedback, as in daily life that social beings always interact with each other both in real life and in social media, in a state of joy and sorrow. With sympathy, they feel the same as others feel, so the parties involved will assume that what happened is the same fate and the attitude that exists will then support each other. As a form of caring for the condition of other people in a state according to the context or conditions experienced at that time both in a happy or sad situation.

Human need support to each other, support in the form of utterances that make someone feel better. During conducting social interactions, humans must convey their ideas to others so that they can understand what people mean. To do that, people seldom allow something that is not desired by self, as well as in responding to something that happens to others that do not happen to us. Responding to a disaster that occurred in Banten's coastline that stirred the world. In real life and social media, humans cannot escape from dependence on other humans to interaction.

Necessary does not all situations and conditions are accompanied by politeness principles by following the contents of the context. That not everyone can do that, the real evidence is that there is a violation of maxim sympathy. As found in daily life, violations of maxim sympathy by giving responses that are not by regarding the context in progress. That is considered a violation of maxim sympathy. The violation of politeness principle is an act or communication activity that deviates from a set of rules of conversation activities. The violation in sympathy maxim is antipathy which is a rejection or a feeling of dislike for someone, the opposite of sympathy.

Politeness scale is related to the research about the high or low politeness gave by the viewer in the sympathy through the comments column. According to (Leech, 1983, p. 123) politeness scale there are; cost-benefit scale, optionally scale, indirectness scale, authority scale,

and social distance scale. But in this research, the researcher only uses cost-benefit scale, optionally scale, indirectness scale, that appropriate to the research data. Comments on BBC news and tvOneNews both have their respective advantages in commenting. As for the comments made entirely do not refer to disaster victims, there are also inappropriate comments to be made, so that the object of this research is related to the politeness scale that measures the high or low level of politeness given by participants.

In this research, the researcher requires to compare the ways of sympathy conveyed by participants in BBC News and tvOneNews YouTube comment. Based on the cause as the focus of this research originated from Indonesia, certainly in a way of sympathy has a different perspective. The majority of BBC News viewers use English and the majority of Indonesians who watch tvOneNews speak of Indonesian. Besides that, the point of view of sympathy will be different, there are Indonesian people impress on political issues that are being intensively discussed in relation to natural disasters, while foreign participants only know the extent of natural disasters.

Several relevant researches that are related to the analysis of principle politeness in Pragmatics especially the sympathy maxim. These relevant studies have relation to giving a contribution to explaining about sympathy maxim.

The first previous research entitled "*A comparative Study of maxim politeness between White and Black American in "Men in Black" movie*" (Hanafy, 2017) about the research. The focuses of the research are to analyze the types of maxims politeness are used, the violation in the used of maxim politeness and the differences between the politeness and impoliteness performed both of the main characters in the white and black. With the theory of Leech and the result in the research are 22 utterances that contain five of maxims of politeness and in impoliteness maxim, 7 utterances that violate five maxim of politeness principal. It is a graduating paper from UIN Sunan Gunung Djati Bandung.

The second previous research entitled "*Politeness Maxim in Oprah Winfrey Talk Show: Michael Talks to Oprah*" (Sopiyan, 2014). The focuses of of the research are to analyze of maxims politeness are used and the pragmatics scales do the maxim of politeness in the Oprah Winfrey talk show. With the theory of Leech, and the result are 29 utterance that contain maxim of politeness principle were 2 utterances of tact maxim, 16 utterance of approbation maxim, 2 utterances of modesty maxim, and 9 utterances of agreement maxim. It is a graduating paper from UIN Sunan Gunung Djati Bandung.

The last previous research previous research entitled “*Pelanggaran Prinsip Kerja Sama Dan Prinsip Kesantunan Pada Dialog Ketoprak Asmara Rinaseng Nala*” (Setyawati, 2015) about the research. (The violation of Cooperative Principle and Principle politeness in Ketoprak Asmara Rinaseng Nala’s Dialogue). The focuses in this study are to analyze of the types of violation of Principle cooperative and Principle politeness in Ketoprak Asmara Rinaseng Nala’s Dialogue. With theory of Grice and Leech with the result are The principle of cooperation that is violated consists of: 3 utterances violating the quantity maxim, 6 utterances violating the quality maxim, 3 utterances violating the relevance maxim, and 9 utterances violating the maxim of manner or implementation. Speeches that violate the principle of politeness consist of: 13 speeches violating the maxim of wisdom, 2 speeches breaking the maxim of generosity, 12 speeches breaking the maxim of praise, 4 speeches breaking the maxim of humility, 4 speeches breaking the maxim of the agreement, and 4 speeches violating the maxim of sympathy. It is a graduating paper from Universitas Negeri Semarang.

The differences of this research on the primary the object and the problem of the research. The research will have to combine the theory to analyze the object. In this study, the researcher focus on the discussion of sympathy maxim in English and Indonesian language sourced from the comment column on news of natural disasters found in Banten’s coastline through tvOneNews broadcasting and BBC News and that the researcher will discuss the politeness scale to measure the scales of sympathy maxim. Meanwhile, in the previous study discussed politeness maxim on movies, the principal politeness in speech, and violation of Principle cooperative and Principle politeness dialogue.

Other than that language being used are different, in giving sympathies are expressed different too. The majority BBC News viewer uses English and the majority of Indonesian who watch tvOneNews speaks of Indonesian. The interest of the viewers on the two channels is inseparable from this research regarding sympathy strategies for victims of natural disasters in Banten’s coastline on 22 December 2018, Indonesia. The researcher is interested to comparing the object about sympathy in BBC News and tvOneNews YouTube Comments. Therefore, the researcher focuses this analysis with the title “A comparative sympathy strategies between English and Indonesian in BBC News and tvOneNews YouTube comment”

1.2. Statement of the Problem

Carrying sympathy for victims of natural disasters certainly needs to be given in social life or social media. Meanwhile English and Indonesian, both found sympathy through comments in YouTube of natural disasters that occurred in Banten's coastline, Indonesia has a certain statement before expressing an opinion, Beside at the end of 2018 politics issues was in Indonesia and Indonesia was sensitive about religious differences. Therefore, when giving an opinion on an event, it is associated with current issues, regularly begins with statements before conveying the mind idea.

Based on the identification of the problems, it appears that pragmatic textual rhetoric is afflicted. Textual rhetoric requires the principle of politeness and violations from the principles and underlying causes. After the researcher has elaborated many problems among sympathy strategies in English and Indonesian, the researcher would like to identify the problems. The main problems in this research are the form of sympathy strategies, politeness scale and the differences of sympathy strategies in English and Indonesia language. Therefore, there is a problem that becomes the researcher focal point to analyzing with the research questions of analysis are.

1. What sympathy maxim used by participant in BBC News and tvOneNews YouTube Comments?
2. What forms of politeness scale used in BBC News and tvOneNews YouTube Comments?
3. What are the differences between BBC News and tvOneNews YouTube Comments?

1.3. Research Objective

Based on the problems of the research, the objectives of this research are:

1. To identify the Sympathy maxim used by participant in BBC News and tvOneNews YouTube Comments.
2. To identify forms of politeness scale used in BBC News and tvOneNews YouTube Comments.
3. To find out the differences between BBC News and tvOneNews YouTube Comments.

1.4. Research Significance

The results of this analysis will be useful for the community, especially for students about learning morality by give sympathies to each other that contributed to the theoretical and practical for uses of language.

Theoretically, the research finding to enrich the pragmatics and understanding in sympathy strategies in daily life. This research is expected to help the language department in developing the study of Pragmatics to be a reference for language department, especially English literature students who are interested in study of Pragmatics, and for the community especially for students about learning morality by Sympathies of each other.

Practically, the researcher hopes that the result of this analysis can make the reader understand. With the result that the parties involved will assume that what happened is the same fate and the attitude that exists will then support each other.

1.5. Definition of Key Terms

To avoid misunderstanding, the researcher explain the terms that related to this research, as follows:

- a. Pragmatict is concerned with the study of meaning communicated by speaker and interpreted by listener.
- b. Context is a condition in which a situation occurs, which includes space, real objects, setting, view and time.
- c. Speech Act is an utterance which serves as a functional unit in communication.
- d. Politeness Principle is the relationship between two participants that called self and others.
- e. Sympathy strategies is routine attitude that refers to the effort to give sympathy.
- f. Politeness scale is rank of speech by utilizing every interpersonal maxims.
- g. BBC News is operational business division of British Broadcasting Corporation (BBC), one of broadcasting division international.
- h. tvOneNews is one of the national television stations that delivers news
- i. YouTube Comments are opinions that explained by written of YouTube viewers about the content of YouTube Chanel.

1.6 Organization of Writing

This research consist of five chapter as follows:

- Chapter I : The first chapter is introduction, this chapter comprises the background of this research, statement of problems, research objectives, research significances, definition of key terms, and organizing of writing.
- Chapter II : The second chapter is underlying theories which related to the subject of study, such as Pragmatics, context, speech act, principle politeness, sympathy strategies, politeness scale and BBC News YouTube channel, and tvOneNews YouTube channel
- Chapter III : The third chapter presents the method of the research, it contains the research design, source of data, technique of collecting data and technique to analyzing data.
- Chapter IV : The fourth chapter is finding and discussion, it concerned of analyzing of Sympathy maxim, politeness scale, and the differences between BBC News and tvOneNews YouTube Comments.
- Chapter V : The fifth chapter is consist of conclusion and suggestion



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