CHAPTER I
INTRODUCTION

This chapter presents the discussion on research background, statement of problems, research objective, research significances and clarification of key terms.

A. Research Background

Pragmatics is a branch of linguistics that studies the relationship between context outside language and speech. The outer context of language is an element beyond speech that influences the intention of speech. The purpose cannot be seen only from the form and meaning, but also from the place and time of speaking, who is involved, purpose, form of speech, way of delivery, speaking tool, norms, and genre. Pragmatics as discussed in Indonesia today, at least can be edited for two things, namely (1) pragmatics as something to be taught, (2) pragmatics as one that characterizes teaching actions. The first part is still divided into two things, namely (a) pragmatics as a field of linguistic study, and (b) pragmatics as one facet in language or called 'communicative function' (Purwo, 1990: 2). Leech (1993: 8) also defines pragmatics as the study of meaning in relation to said situations (speech situations).

In brief, communication will run well and go smoothly if both of them (speaker and hearer) feel comfortable and enjoy with their conversation with used politeness principle but speakers violate cooperative principle. It means CP and PP has relation. Beside both of that principles are as the rules of conversation, politeness principles help to answer the violation of Grecian's maxims in conversation.

In this study, the researcher analyzes the politeness principle and violated of cooperative principle in Spider-Man: Homecoming movie. Spider-Man: Homecoming is a 2017 American superhero film based on the Marvel Comics character Spider-Man, co-produced by Columbia Pictures and Marvel

Studios, and distributed by Sony Pictures Releasing. It is the second Spider-Man film reboot and the sixteenth film in the Marvel Cinematic Universe (MCU). The film is directed by Jon Watts, from a screenplay by the writing teams of Jonathan Goldstein and John Francis Daley, Watts and Christopher Ford, and Chris McKenna and Erik Sommers. Tom Holland stars as Peter Parker or Spider-Man, alongside Michael Keaton, Jon Favreau, Zendaya, Donald Glover, Tyne Daly, Marisa Tomei, and Robert Downey Jr. In Spider-Man: Homecoming, Peter Parker tries to balance high school life with being Spider-Man, while facing the Vulture.

There are previous researches related to politeness. The first research was conducted by Noviani (2014), entitled "*A Pragmatic Analysis of Politeness Strategies and Politeness Principle in Uptown Girls*". She identified about politeness principles underlying the preference of the characters in Uptown Girls in choosing a certain politeness strategy in their communication. The data of the research are classified based on the theory of politeness principles proposed by Leech. In the communication in Uptown Girls, the findings show that there are five politeness principles that underlie a speaker's preference to use a certain politeness strategies. The five principles are Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, and Agreement Maxim. Based on the findings, there are 41 data that represent politeness principles in the utterance of the main characters in Uptown Girls movie. Tact maxim occurs 15 times (36.58%). It is followed by agreement maxim which takes place 11 times (26.82%). The third position is generosity maxim which happens 7 times (17.10%). The fourth position is approbation maxim which happens 6 times (14.63%), and the last position is modesty maxim which takes place twice (4.87%). If previous study focused on all characters in the film, another case with this new study is more focused on main character. The difference is that the researcher focuses more on the utterances of the main character.

The second research was performed by Raharja (2015), that entitled "*Analysis On Maxim Of Cooperative Principle Violation By Dodit Mulyanto*

In Stand Up Comedy Indonesia Season 4". He identified about cooperative principle, it is concluded that Dodit Mulyanto violates all of the four maxims of cooperative principle: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. There was found twelve data on the maxim of quantity violation, whereas the maxim of quality violated in thirteen data, maxim of relation is the most frequent maxim to be violated, it is proved by the research finding that it was violated twenty two times. Hence, the fewest violation occurred on the maxim of manner which only occurred two times.

The third research was conducted by Muhammad Ariefaldi Rachman (2016), that entitled *"Politeness Strategies and Maxims In Politeness Principlesin The Dialogues Between Characters In "Phone Booth" Movie"*. He identified about how politeness strategies and types of maxim in politeness principles that obeyed in *Phone Booth* Movie. Politeness strategies that occur in the dialogue in Phone Booth movie is the four main type of politeness strategies that Brown and Levinson say in his book, Bald on-record, positive politeness, negative politeness and off-record, they were showed in the movie. Those politeness strategies that occur in this movie was supported by FTA, without the FTA the researcher would have difficult time deciding the types of the strategy, FTA also clarify the politeness strategies that used in the movie, because without it the politeness strategy will become vague. The use of politeness strategy in *Phone Booth* movie often happened when the speaker is in bad situation, the use of this politeness strategy is to maintain good situation for the speaker. The second point, the researcher has found the kinds of politeness maxims in the *Phone Booth* movie such as generosity maxim, approbation maxim, modesty maxim and agreement maxim. Agreement maxim is the most widely obeyed in the *Phone Booth* movie, because from 64 data containing maxims, there are 33 dialogues that have obeyed this maxim. Generosity maxim is politeness maxim that is least obeyed in the *Phone Booth* movie because there are only 3 dialogues that obeyed this maxim.

Furthermore, if previous study focused on all characters in the film, another case with this new study is more focused on main characters. The difference is that the researcher focuses more on the utterances of the main characters. This research will analyze more deeply about the politeness and violation of cooperative principles used in Spider-Man: Homecoming movie. Given the tendency for differences in describing politeness in speaking, especially in social environments such as talking to older people, talking to people who are of the same age and talking to younger people who have a standard of speaking or communicating so that aspects of politeness can be maintained.

This linguistic phenomenon is certainly interesting to study because it can add linguistic scientific insight. This problem prompted the researcher to conduct research on the form and purpose of use and deviation from the politeness principle. From the background above, the researcher is interested in discussing the topic of the politeness principle and the violation of the cooperative principle used in Spider-Man: Homecoming movie. This research is entitled: **Politeness In The Main Character Utterances In "Spider-Man:Homecoming" Movie.**

B. **Statement of Problems**

The most important thing in applying the politeness principle and cooperative principle in Spider-Man: Homecoming movie is to be able to find out what interesting utterances are in the film. In this a new era, many people forget how to good behave. People sometimes forget how to speak with people whose age is above us, appropriate, or even below us. Especially in Indonesia it0self is known as people who are polite and friendly. Many factors cause violations of politeness, including social environment factors where the person is located. Therefore, with this writing the researcher hopes that the reader can find out about politeness principles and cooperative principles.

Based on the background of research, the research problem to be proposed are about the politeness principle and the violation of cooperative principle. This research will focus on two research questions as follows:

1. What maxims of politeness principle are used by the main character in Spider-man: Homecoming movie?

2. What maxims of cooperative principle are violated by the main character when uttering polite in Spider-man: Homecoming movie?

C. Research Objectives

The researcher hopes this research can be useful. Those are significant that researcher hopes:

1. To analyze the types of maxims of politeness principle by the main character in "Spider-Man:Homecoming" movie.

2. To analyze of maxims of cooperative principle violated by the main character when uttering polite in "Spider-Man:Homecoming" movie.

D. Research Significances

This research has theoretically and practically meaning. Therefore the significances of the research include:

1. Theoretically

Theoretically, this research is expected to be useful for the following parties:

   a. The results of this study are expected to expand readers' skills in the use of politeness principles and cooperative principle.

   b. As a reference to other researchers who want to examine literary works, especially movies about politeness principle and cooperative principle.

2. Practically

Practically, this analysis is predicted to be helpful for the subsequent parties:

   a. Academic Readers

The research can be a new reference and source for the academic readers. Especially for students of linguistic concentration. This analysis are going to be helpful for them as associate in pragmatics supply of study in linguistics as a result of it offers contributions concerning the analysis of politeness, particularly in politeness principles.

b. Public Readers

In this a new era, many people forget how to good behave. People sometimes forget how to speak with people whose age is above us, appropriate, or even below us. Especially in Indonesia itself is known as people who are polite and friendly. Many factors cause violations of politeness, including social environment factors where the person is located. Therefore, with this writing the researcher hopes that the reader can find out about politeness principles and cooperative principles.

E. Clarification of Key Terms

In order to clarify the key terms employed in this study, some definitions are advocate.

1. Politeness Principle

Politeness Principle could be a series of maxims, that Geoffrey Leech has projected as the way of explaining however politeness operates in information exchanges.

2. Maxim

Maxim are general truth, basic principle, or rule of conduct. in line with dictionary.com, maxim is an expression of a general truth or principle, particularly an aphoristic or sententious one.

3. Maxim of Cooperative Principle

These spell out in greater detail the consequences of the cooperative principle. In the original formulation by Grice there are of these: Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.

4. Violation of Cooperative Principle

When a speaker blatantly fails to look at a maxim at the amount of what's aforementioned, with the deliberate intention generating an implicature.

5. Movie

Movie is a story event recorded by a camera as a set of moving image. According to Cambridge Dictionary, movie are series of moving pictures, often telling a story, usually shown in a theater or on television; film

F. Conceptual Framework

This research will use descriptive qualitative methods, which analyzes the use of politeness principles in Spider-Man:Homecoming Movie. According to Mukhtar (2013: 10), "Descriptive qualitative research method is a method used by researchers to find knowledge or theory of research at one particular time." Politeness principle is required in a very speech communication so as to determine and maintain feeling of community and social relationship. In responsive the categories of politeness principles, a classification created by Leech (1983).

In answering the first research question that is about the politeness principle that exists in Spider-man: homecoming movie, the researcher will use the theory put forward by Geoffrey Leech.

He is known as one of the developers of pragmatic sub disciplines. One of his main works in this field is "*Principles of Pragmatics (1983)"* which produced six politeness principles namely: Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, Sympathy maxim. (1) Tact maxim: Minimize cost to other. Maximize benefits to other. (2) Generosity maxim: Minimize benefit to self. Maximize cost to self. (3) Approbation maxim: Minimize dispraise. Maximize praise of other. (4) Modesty maxim: Minimize praise of self. Maximize dispraise of self. (5) Agreement maxim: Minimize disagreement between self and other. Maximize agreement between self and other. (6) Sympathy maxim: Minimize antipathy

between self and other. Maximize sympathy between self and other. (Leech, 1983: 119)

The basic idea of tact maxim in the politeness principle is that the speech participants should hold to the principle of always reducing their profits and maximizing profits for other parties in speaking activities. Generosity maxim explains that the speech participants are expected to respect others. This respect will occur if people can reduce profits for themselves and maximize profits for others. Approbation maxim explains that the participants say not to ridicule each other, mutually insult, or denigrate each other. Speech participants who often mock other speakers in speaking activities will be said to be rude. This is because mocking is an act of disrespect for others. In modesty maxim, speakers are expected to be humble by reducing praise to themselves. People will be said to be arrogant when in speech they always praise themselves. In the Agreement maxim, it is emphasized that speakers speak to one another. If this happens, it can be said that the speakers are polite. Sympathy maxim requires speakers to have sympathy for one another. Antipasti attitude towards one of the speech participants will be considered as an act of impolite.

In answering the second research question about violations of cooperative principle, the researcher will use the theory put forward by Grice (1975) which includes four maxim, namely: (1) Maxim of quantity (2) Maxim of quality (3) Maxim of relevance (4) Maxim of manner.

In the maxim of quantity, a speaker is expected to be able to provide clear and informative information as possible. The information provided should not be wordy. Speeches that do not contain actual information can be said to violate the maxim of quantity. Similarly, if the speech contains excessive information it can be said to violate the maxim of quantity.

At the maxim of quality, a person is expected to be able to convey something in accordance with the facts and facts. This fact must be based on clear evidence. But in reality, speaking that is too direct and without further ado or even accompanied by clear evidence will only make the speech be rude

and disrespectful. In other words, the maxim of quality is rarely obeyed in polite speech.

In the maxim of relevance, it is explained that a speaker and speech partner must make relevant contributions to each other about what is being discussed. Conversations that do not make relevant contributions are considered to violate the cooperative principle.

The maxim of manner requires that the speech participant speaks directly, clearly and can be understood. People who speak without considering these things can be said to violate Grice's cooperative principle because it does not obey maxim of manner.

G. Organization of Writing

The writing of the research is organized into five chapter. Chapter one consists of background of study, statement of problems, research objectives, research significances, classification of key terms and conceptual framework. This chapter also explains the reason of choosing the main focus of the research.

Chapter two contains some theories used in this research, including explanation related to the theory applied in the research. It consists of the theory.

Chapter three is about research method. This chapter elaborates the research design used in the research. It includes some steps that pressed in the research and explains how the data are collected and analyzed to find the final result. It consists of research design, sample of data, source of data, technique of collecting data, technique of analyzing data and organization of writing.

Chapter four is about findings and discussions. This chapter contains the result of the study that comprises finding followed by discussion of the data.

Chapter five is the final chapter that provides the conclusions report of the research and the suggestions for better understanding.