

CHAPTER I

INTRODUCTION

This chapter presents the background of research, research question, purposes of research, significances of research, conceptual framework and previous study.

A. Background of Research

Humans are essentially social beings, it means that in fulfilling their needs humans need other individuals. It affects humans who naturally will always have the urge to carry out social interactions with each other. In conducting interactions, humans use language as a communication tool, language is a system conventional vocal signs by means of which human beings communicate. When humans communicate verbally, they will produce a spoken language that can be called utterance. This is in line with the explanation given by Leech (1983) the word utterance referring to the production of a verbal act rather than to the verbal act itself.

In human social life, paying attention to the harmony of social relations between human beings is an absolute thing that must be done. In a pragmatics review, which is one of the branches of linguistics, one type of speech act that is very important in an effort to maintain harmony in social relations in society is the phatic speech act. According to Kreidler (1998) Phatic utterance is the exchange of greetings and goodbyes, the polite chitchat about weather, asking one another's health, or whatever is expected in the particular society. The purpose of utterance here is parallel to the speech act theory, which is the utterance that produces action. Its true purpose is to maintain social bonds. Therefore, phatic speech act is very important in the effort to realize a harmonious communication.

In phatic review, questions like "How are you?," "How're you doing?" are not really meant to get information. Statements such as "I'm glad to meet you" or "So nice to see you again" are not necessarily expressions of deep feeling on the part of the speaker. The purpose of utterances like these, phatic utterances, is to establish rapport between members of the same society (Kreidler, 194:1998).

Communication that aims to maintain social relations is manifested by acts with phatic speech act that include a variety of greetings that are adjusted to the time, parting expressions, and other forms of politeness such as gratitude, congratulations on special days, and the usual expressions to start a conversation (Kreidler, 1998). Speeches like this can be in the form of pleasantries spoken by the speaker to the speech partner and vice versa.

In today's era of globalization, we are required to be able to communicate with the whole community both domestically and abroad. Phatic speech act is one of the strategies to build, begin or end a good communication. In this case, besides language, understanding cross cultural is needed because language and culture are related. Language is influenced and shaped by culture, it reflects culture, and it is obvious that language plays a paramount role in developing, elaborating and transmitting culture, and language, enabling us to store meanings and experience to facilitate communication (Pujiyanti and Zuliani, 2014:9). To establish communication with people in other countries, at least we must have the ability to speak English as our international language. To do networking with other countries, especially western, good communication skills are needed. Besides mastering the language, foreign culture also needs to be understood. Pujiyanti and Zuliani (2014) argue that each culture has its own peculiarities and throws special influence on the language system. It can be said every countries has a different way of expressing small talks or phatic expression. Phatic utterance can be the earliest strategy for someone to establish communication. so the writer argue that the phatic speech act needs to be understood in order to form good communication in the next conversation.

Understanding of the social dimension tokens of the conversation is also very necessary to ascertain whether the phatic speech act that we uttered are right on target. According to Laver (1974) the type of linguistic tokens chosen by a speaker may reflect his view of the social structuring of the interaction. The tokens refer either to factors narrowly specific to the time and place of the utterance, or more widely, to factors in the context of situation in which the utterance occurs which are personal to the speaker or the listener.

In a recent study conducted by Education First (EF) on the English proficiency index, Indonesia's ranking in 2019 dropped from the previous year, which ranked 51 to rank 61 in the world. Indonesia is ranked 13th out of 25 countries in Asia with a language proficiency score of 50.06. The position is in the Low Proficiency level. With this ranking, Indonesia lags far behind other Asian countries. Singapore with a score of 66.82 (Very High Proficiency) which is also ranked 5th worldwide and ranked 1st in Asia, followed by the Philippines ranked 20th in the world and 2nd in Asia with a score of 60.14 and included in the category of High Proficiency. In the article from kumparan.com published in 2017, Minh N. Tran, Senior Director, Research & Academic Partnership of EF Education First, said that countries with sufficient English language skills will be able to compete in a wider world.

Students are in the productive age and very likely to develop networking with foreign countries, for example in obtaining scholarships abroad, or even in terms of employment. The writer finds this similar phenomenon refers to phatic speech acts in the movie series especially *13 Reasons Why* Season one by Brian Yorkey. This movie series provides many examples of phatic speech acts spoken by teenagers in productive age. In addition, there are many phatic speech acts in various situations and settings that make the writer interested because it will bring up examples of different types of phatic speech acts.

Different ages and gender, might have different styles of conversation. Those styles are such as pronunciation, vocabulary choice, interruption, back-channel response, topic, swear word or taboo language, gossip, and other styles (Wray, Tott and Bloomer, 1998:139). Dialogues between characters in this movie series are as diverse as everyday conversation between teenagers of the same age, mother and child, father and son, husband and wife, teacher and student, teacher and student parents and many others. The writer can analyze such diverse variations of phatic speech acts as references to have a dialogue with native speakers, especially westerners from various ages and gender. This matter also made the writer choose this movie series as data because it provides various types of phatic speech acts so as to produce a variety of analyses as well.

The story of the series is about a teenager in high school student, around seventeen years old, Clay Jensen, and his dead friend Hannah Baker, who has

killed herself because being bullied and sexual assault at her high school and a lack of support from her friends, even her teacher and her school. A box of cassette tapes recorded by Hannah contain her suicide detail thirteen reasons why she ended her life.

Based on the explanation above, The writer attempt to identify the type of phatic speech act in the conversation between speaker and hearer in the *13 Reason Why* season 1 movie series. Besides that, some utterance that are including to the phatic speech act which is spoken by the characters of the movie will be also analyzed about the phatic function. Furthermore, the social dimension of phatic speech act in this movie series will also be discussed.

B. Research Questions

This research discusses about the types of speech act in the *13 Reasons Why* movie series episode one. Sometimes the characters in the movie expressing phatic speech act with the different situation and purposes. Furthermore, the social dimension of the phatic speech act also can affect our understanding of the intention of the speaker.

Based on the statement of problem above, some questions formulated to investigate are as follows :

1. What are types of phatic speech act used in *13 Reasons Why* movie series ?
2. What are types of social dimension token of phatic speech act in *13 Reasons Why* movie series ?

C. Purposes of Research

Based on the problem question mentioned the objectives of this research paper are follows :

1. To classify the types of phatic speech act used in the *13 Reasons Why* movie series.
2. To find the types of social dimension token of phatic speech act in *13 Reasons Why* movie series.

D. Significances of Research

The result of this study is expected will be beneficial to the following:

1. Theoritically

This research can give contribution in recognizing phatic speech act, the function of phatic speech act, and other issues related to phatic speech act.

2. Practically

a) For English literature student it is expected they can master phatic speech act in order to create good relationship among others.

b) For English communities, phatic speech act can be applied to make interaction easily.

c) For other researchers this present study can be a reference and a comparison study for those who are interested in research on phatic speech act.

E. Conceptual Framework

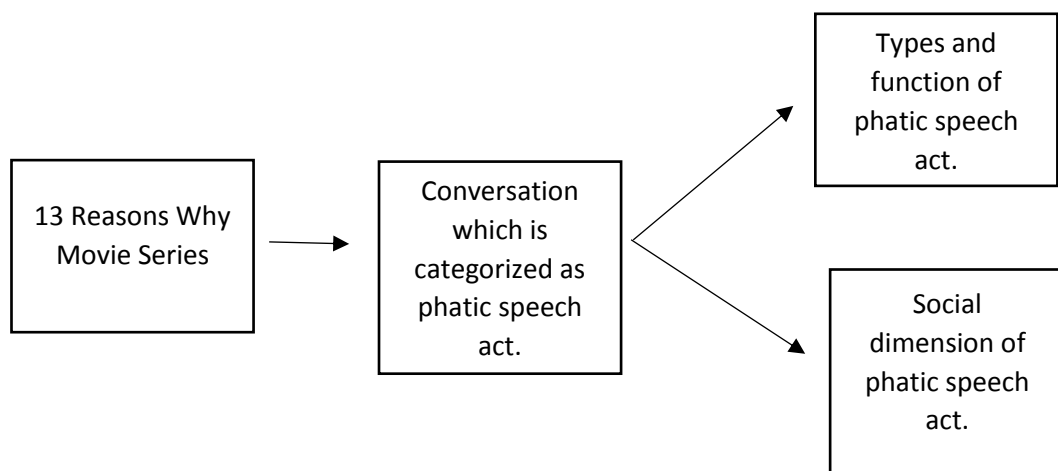
In this study, researchers took objects in utterances that contains element of phatic speech act. Before focusing on the object of study, the understanding of phatic speech act and types of phatic as social dimension must be understood first. Then proceed with the concept of phatic speech act and phatic as social dimensions in *13 Reasons Why* movie series season one. To analyze these two topics, pragmatic theory can be used and must be understood first.

In pragmatics, meanings are interpreted based on aspects outside the language such as context, setting, and speakers, it means pragmatics plays an important role in the communication process. Interpretation of pragmatic meaning largely determined by the intent and purpose of the speaker in expressing an utterance.

Pragmatic has a lot of subject matters about the conversation between speaker and hearer. One of them is the speech act. Speech act is an entity that is central in pragmatics. Speech act are also the basis for the analysis of other pragmatic topics. Austin (1962) mentions that basically when someone says something, he also does something. The statement then underlies the birth of

speech act theory. Speech acts have various forms to express a goal. One type of speech act that serves to maintain social relations in the community is phatic speech act.

First, the writer will look for dialogues that contain elements of the phatic speech act. From the dialogue found, the utterances which is phatic speech act is chosen. The utterances that have been classified as phatic speech act will be categorized into several types of phatic speech act. The writer uses the acknowledgment type of Ibrahim (1993) as an out-linguistic theory. This is because there are no experts who categorize in detail the phatic speech act type, and the authors believe that the type of acknowledgment is parallel. The types of phatic speech act divide into eight point such as apologize, condolence, congratulate, greeting, thanking, wishes, acceptance, rejection. Then, from every dialogue found, the writer will describe the pragmatic context which consists of speech situations, speech events, social and psychological conditions and participant of the conversation. After that, types and function of the phatic speech act will be analyzed. Then, the author will analyze the social dimension tokens of phatic. Laver's theory (1975) is used as a reference in examining the types of phatic tokens which are divided into three types such as phatic as neutral token, phatic as other-oriented token, and phatic as self-oriented token. At the end of the study the writer will conclude what types of phatic speech act appear in the *13 reasons why* movie series season one dialog and the types of social dimension tokens of phatic speech act in *13 Reasons Why* movie series.



F. Previous Study

To prove the authenticity of this research, the writer wants provide some previous research that deal with phatic speech act or the function of phatic speech act itself. The first is Jumanto (2014) from Dian Nuswantoro University of Semarang, in his study of *Phatic communication: How English Native Speakers Create Ties of Union*. Based on his research finding, English native speaker create good social relationship by using 12 function of phatic communication such breaking the silence, starting a conversation, making small talk, making gossip, keep talking, expressing solidarity, creating harmony, expressing empathy, expressing friendship, expressing respect, and expressing politeness. Furthermore, that the relationship between phatic communication among English native speakers and linguistic politeness is reflected.

The second researcher is Gatri (2016) from Sanata Dharma University of Yogyakarta, in her study of *English Phatic Communication of Graduate Students in English Language Studies of Sanatha Dharma University*. Her finding are, first graduate students performed various communicative function of phatic communication in conversation. They expressed greeting, parting, mentioning names or titles, apologizing to open conversation, avoiding the silence when talking, changing the topic of conversation, expressing listening noises, agreeing on something, apologizing, expressing wishes, thanking, giving compliments, saying bad words, mocking, joking, pacifying, encouraging, and sympathizing. Those communicative function exist depending on the context, partners, and topics. Moreover, that graduated student's conversation are show all function of phatic communication.

The similarity of the two research above is in the general topic of the study. The writer tries to analyzes the same general topic with the previous researchers, but in different object and source. Selection of movie series as an object of the study because of movie is a entertainment media that is interested to be analyzed. Nowadays, movie is an interesting thing to be watched by many people from many generations. Besides, the topic of phatic speech act was chosen because phatic speech act is actually one of the utterances that plays an important role for the ongoing harmony of social relations. This is an interesting topic for the writer

because not many people know how important phatic speech act is in social interaction. Therefore, this study aims to reveal various types of phatic speech acts as discussed in the previous study and their functions in dialogue between characters in the *13 reasons why* movie.

