

CHAPTER I

INTRODUCTION

This chapter presents a general description of the paper. It covers the background of problem, statement of problem, research objectives, research significances, and clarification of key terms.

A. Background of Problem

Movie is one of the media that is easy to examine the speech acts and many people likes to watch movie and with the situation related to the speech acts. The movie can describe events from the real world, also has the elements needed to analyze politeness strategies in speech acts, namely dialogue, character, and setting (Azhar, 2012). The direct interaction between speaker and hearer makes it easy for researcher to observe what language strategies they use. Especially in the world of entertainment, of course language will be very influential, because language is a reflection of one's personality and will affect the interlocutor when communicating. The reason of researcher chooses the *Toy Story 4* movie object is because the movie was released in 2019 and still hotly discussed. The theme of the film makes an impression that not only brings us to the nostalgia, but there is also a tone of humor, imagination, and emotion that color it. What's more, the *Toy Story 4* animated movie from the United States has a slightly different story from the previous chapter like *Toy Story*, *Toy Story 2*, and *Toy Story 3* which the movie shows more variations in the storyline or can be said the plot of the movie is more complicated because it tells the stories related to the previous chapter so that there is a relation between chapter one with another that succeeded in making the audience laugh, smile, dissolve in emotion to tears. Looking at YouTube on the *Toy Story 4* movie trailer, it invited many netizens to watch more than 60 million times and gave a "Like" sign about one million, it can be said that many netizens appreciated that movie. Not only from children but also this animated movie can be accepted by adults. Related to the study that the author took, of course, would be very interested in

examining polite language contained in the movie. Therefore, the use of language from speakers and hearers in the *Toy Story 4* movie will be a reference in collecting research data.

The good attitude and behaviour are polite. One technique that teaches us to polite is 'politeness'. The word 'politeness' in pragmatics does not refer to the rules of social behavior but use of language to show the attitude. As a speaker needs to speak politely to anyone because of the effects of it, we know that the reaction from listener to the speaker whether positive or negative. Lots of ordinary people who do not know how to speak politely. Politeness also can be seen to avoid conflicts between individuals. Sometimes in conducting a communication, it is not uncommon for us to find the speech that is impolite so that it triggers emotions from the other causes. In addition, politeness is also very necessary so that the listener does not feel pressured or offended.

According to Brown and Levinson (1987), politeness in pragmatics is interpreted as the efforts of speakers to maintain self-esteem or face, both speaker and listener. An example that I can take in daily life of American society. Although the speech they use has become a culture between the speaker and the listener do not consider their speech impolite, but theoretically, the speech used by the speaker means On Record Baldly that will be explained in the discussion. The level of politeness between the speaker and the listener can be seen in terms of age level, but it is different with the American people who thought that their speech perspective is synchronized even though their age level is different, for example like students who call their names to their lecturers. Not only American society, but also most children consider that language is liberated, they assume that all speech are used by not following the rules and assume that are true without thinking about the impact that will be said by the listener. This is what we can learn and understand that culture does not allow for a polite theoretically.

This research will examine some politeness strategies which is according to Brown and Levinson, politeness strategies are used by people in protecting the positive and negative faces of one another and appropriate interactions. There are; *Off Record*, is an indirect strategy and avoids the speaker from coercive action, *Negative Politeness*, is an action aimed at the recipient of a negative face and desire to have freedom of action and unobstructed attention also assumes that there may be some social distance or awkwardness between the speaker and the listener and is likely to be used every time a speaker wants to control his interactions, *Positive Politeness*, is a strategy to minimize threats to the positive face of the listener. They are used to make listeners feel good about themselves, their interests or possessions, and usually used in situations where the audience knows each other, *On Record Baldly*, is a strategy to minimize threats to the face of the listener and if we often uses this strategies it will surprise or embarrass the other person, so this strategy is most often used in situations where the speaker has a close relationship with the audience, such as family or close friends.

There are some studies that were closely related to this study. The first of previous study is a thesis which the title of *Politeness Strategies of the Host's Utterance in Hitam Putih Talk Show, September 13th, 2013* by Lidiawati Siadari (Siadari, 2014). She was a student of English Language and Education in faculty of Humanity, Diponegoro University. This previous study is taken by researcher, because related to the research theory and discusses about politeness. The difference between the Thesis of Lidiawati with this research are the topic that discussed and statement of problem. This research focuses on types and function of politeness strategies used by the characters of *Toy Story 4* movie. The thesis of Lidiawati more explains about the reasons for using the politeness strategies in Hitam Putih talk show.

The second of previous study is a thesis which the title of *Relation Between Politeness and Social Deixis In Sydney Lumet's Movie Murder On the Orient Express* by Siti Fatimah H. A. R (Fatimah, 2017). She was a student of English Literature and Education in faculty of Adab and Humanity, State Islamic University Sunan Gunung Djati Bandung. The difference between this research and the author

is this study discusses deixis which has to do with politeness whereas the writer only focuses on one discussion of politeness.

The third of previous study is a thesis which the title of *The Impolite Beliefs of Politeness Principle in the Godfather I Movie Script* by Indah Putri Sari Muhammad Zupri. She was a student of English Literature and Education in faculty of Adab and Humanity, State Islamic University Sunan Gunung Djati Bandung. The difference between this research and the author is this study discusses violation of politeness maxims through illocution in conversations.

It can be concluded that the three theses above show differences, among others; In the first thesis, the researcher observes the oral language, especially conversation and analyzes the types of politeness strategies using a purposive sampling technique to take 17 utterances in dialogue. In the second thesis, the researcher uses the theory of politeness and social deixis as well as the relationship between politeness and social deixis in every conversation and social status in the film. In the third thesis, the author expresses impolite beliefs by violating the rules of politeness maxims according to Leech (1983).

B. Statement of Problem

The focus of this study is formulated in the following questions:

1. What types of politeness strategies are used in the characters of *Toy Story 4* movie?
2. What are the factors influence on the use of politeness strategies in *Toy Story 4* movie?

C. Research Objectives

Based on statement of problems above, the objective of the research are:

1. To find out the types of politeness strategies are used in the characters of *Toy Story 4* movie.
2. To know the factors influence on the use of politeness strategies in *Toy Story 4* movie.

D. Research Significances

The research has developed broaden thinking. The writer expects this research can give a significance benefit for the readers. This research is to improve of

knowledge about politeness strategies in language through pragmatic studies, and to be a reference for the readers who wants to analyze the similar problem in order to be able comparing new discoveries.

Based on the research objective above, the significance of this research formulated as follow:

1. Theoretically

This research explains that politeness is not always a matter of what people say. In this film, speakers examine what politeness strategies are used by the *Toy Story 4* movie, because not everyone can understand the meaning of the speaker whether their speech is good or not. This research also expected to be useful for the development of pragmatics in social interactions, especially about politeness strategies.

2. Practically

- a. For the researchers: this research is arranged to fulfill the requirements for the degree of Sarjana Humaniora in English Department of Adam and Humanities Faculty State Islamic University of Sunan Gunung Djati Bandung
- b. For the next researchers: This research is expected to be a reference for the next research which are related to pragmatics, especially politeness strategies by Brown and Levinson.
- c. For the readers: The research has developed broaden thinking. The researcher expects this research can give a significance benefit for the readers. This research is to improve of knowledge about politeness strategies in language through pragmatic studies, and to be a reference for the readers who wants to analyze the similar problem in order to be able comparing new discoveries.

E. Clarification of Key Terms

The research uses the terms as keyword that will be explained in examining the main problems.

Pragmatics : The term analysis used in this study refers to *Pragmatic* from the *Toy Story 4* movie. Pragmatics are more focused on the analysis of what people mean by their speech words or phrases that are interpreted by themselves, (Yule, 1996).

Politeness : The study used the term *Politeness* to indicate the components of language. According to Yule (1996), politeness is the term of face and interprets the public self-image of a person. It refers to an emotional where everyone expects to be recognized by others, and in the interaction that occurs aims to show awareness of face of others or commonly referred to respect for the other person.

Strategies : The term of *Strategy* is a unified plan, designed to ensure that the main objectives can be achieved through proper implementation (Glueck and Jauch, 1989).

Toy Story 4: The term *Toy Story 4* used in this study refers to subjective research. The researcher used the title of *Toy Story 4* to find out the polite words to be analyzed in this study.

Movie : The use of the term *Movie* refers to the popular media used by researchers to find out the phenomenon of language to be analyzed. Movie is an audio visual communication media to convey a message to a group of people who gather in a certain place (Effendy, 1986).