CHAPTER I

INTRODUCTION

As the initial part of the research, this chapter describes the research variables that will be studied. At the beginning of the study, the background of the problem and the reasons for taking the object were explained. This chapter consists of background of research, statements of problem, research purposes, and research significances, as well as definitions of key terms and organization of writing.

1.1 Background of Research

In 2020 ago, the United States was holding a general election to elect president and vice president who would lead the country. To create the vision and mission of the presidential candidate is known to the public, this debate was held as the opportunity to express the vision and mission, plans and perspectives on state problems, and arguments that can affect the strength of the presidential candidate to be able to lead the country. The election was held on November 3rd, 2020 with Donald Trump from Republican Party, and Joe Biden from the Democratic Party.

The United States Presidential Election (Siswanto, 2018) is an important lesson to learn because America is the oldest republic and democracy in the world and the country that conducts the most elections at the federal and state government levels four to five times each year. In 1789, Congress set a date of January 7th, 1789 by which states were required to elect their first president. On February 4th, exactly a month later George Washington was elected as president by the state and sworn in on April 30th, 1789 as published by History.com, (2021b). America has had many presidential debates that began in the 1960s with participant debates including Senator John F. Kennedy, the Democratic nominee, and Vice President Richard Nixon, the Republican nominee. In 2016, which is 4 years before the 2020 presidential election, the American presidential debate between Donald Trump and Hillary Clinton had the most viewers at 84 million. In 2020, the presidential debate between Donald Trump and Joe Biden fell 13% to 73.1 million

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viewers (Muhammad, 2020). The American presidential debate caught the attention and critics from various media. They criticized the tone and the tactics of the debate (BBC, 2020).

Debate between Donald J Trump and Joe Biden as presidential candidate of America 2020 which is an object of the research is an interesting thing to analyse because this debate is the latest debate held in America. The first debate over the presidential election of the United States between Donald Trump and Joe Biden began on September 30th, 2020. There were arguments in order to defend their respective opinions in debate. As reported by (Kaplan & Shear, 2020) in New York Times, the debate participants will debate on six main issues including, corona virus, economic problems, the Supreme Court, Race and violance in American cities, Trump and Biden's record, and the integrity of the election.

This debate becomes a place to express ideas, opinions, and issues of state problems and government policies. Debate requires speaking skills, extensive knowledge, and the ability to attack opponents and defend opinions. The speakers in debates often provide political information consisting of persuasive sentences and representatives such as the statements of fact and description. Persuasive sentences are conveyed to the listener so that the listener can take an action as expected by the speaker. This can be referred to as the convince activity or influence the listener.

Debate uses several bound rules related to norms of behaviour and language norms. In political debates, debate participants often use metaphorical sentences (Nurhantoro et al., 2020) so that the sentence sounds implied and impresses the listener. One of the metaphorical sentences uttered by Barack Obama in his speech "Economists say we need to stabilize our finances" the metaphor in the sentence is found in the word *stabilize* where *stabilize* refers to the 'strong' of a building and Obama uses the term to give meaning to the financial strength of the country. In essence, a person's linguistic abilities, especially public figures, affect their image in front of society. Debate is used to provide opinions, defend, and refute the opinions of

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others. Debate is an activity that takes place at a certain period, such as the presidential election debate which was held during the campaign period of presidential candidates.

In linguistics, when a speaker in a debate gives speech in a certain context and acts through his speech, it is called as speech act (Nurhantoro et al., 2020). Pragmatics studies the meaning of the speaker's utterance in a context so that the analysis is not about the words or phrases used, but about what the speaker said (Yule, 1996). In the use of language, the situation and context factors support successful communication. In pragmatics, speech acts as the basis theory for other pragmatic topics, such as theory of presuppositions, theory of cooperative principles, and theory of politeness principles.

The utterance that used in the first presidential debate of America in 2020 as an object of the research, use illocutionary act, especially assertive act that expressed the proposition of truth in the utterance's speaker. Illocutionary act is speech acts that act and say something. Every Illocutionary acts contain purposes and functions related to social goals, such as the maintenance of polite and respectful behaviour. In the assertive act spoken by the debate participants, it contains politeness principles and the function of each utterance based on the assertive act that used. This is the writer's concern regarding problems that people hope to be more aware of language problems. Politeness affects the image of the debate participants in public. Politeness shows ethics how well the person complies with existing cultural norms. Every politeness in assertive act has its own communication function. Knowing the function of speech can help understand the intent and purpose of the speech in the form of refuting, suggesting, guessing, explaining, and so on.

In this research there are two utterances spoken by Donald J Trump, and Joe Biden. Donald John Trump, also known as Donald Trump is 45th president of the United States which he was born in New York City, June 14th, 1946. Joseph Robinette Biden Jr. also known as Joe Biden is a politician of America who is currently the President-elect of the United States was born

in Scranton, Pennsylvania, November 20th, 1942. The debate was held on Tuesday, September 29th, 2020 at 9.00 p. m. In the script of 2020 American presidential debate, the writer found there are 48 data of utterances to analyse.

The writer found some research on the same topic that is politeness written by Indah Putri Sari MZ (2016) and the title is *The Impolite Beliefs Of Politeness Principle In The Godfather I Movie Script* (An undergraduate thesis, UIN Sunan Gunung Djati Bandung). In this research, the writer said that movie is a representation of our daily life. The God Father I is one of famous movie which the characters express impolite beliefs in their conversation. The research aims to describe of politeness maxim used Leech's Theory that indicate the impolite beliefs in *The Godfather I* movie script. The result of the research is that some of characters in *The Godfather I* movie script are violating the six maxim of politeness. The characters also express the impolite beliefs through their illocutions act in speaking. The writer found that violation of the six maxim contained in character conversion results in the relationships between characters that are not harmonious and cause conflict.

The second that written by Rinaldi Ibrahim (2018) entitled *The Impoliteness Strategies in the 2016 Second U.S Presidential Debate* (an undergraduate thesis, UIN Sunan Gunung Djati Bandung). This research aims to know the types of impoliteness strategies used by the debate participants. The writer uses Jonathan Culpaper's (1996) theory. The participants use several kind of respond when responding the impoliteness principle. The most respond is no response. Debate is different with other general conversation. There are time for talk and silence.

The third research is the research that written by Della Frisca Devi (2019) with the title is *Politeness Strategies in Talk Show used by Anggun C Sasmi and Taylor Swift* (An undergraduate thesis, UIN Sunan Gunung Djati Bandung). The writer used Brown and Levinson's (1987) Theory. The research aims to found similarities and differences in the used of politeness strategy by Anggun C Sasmi and Taylor Swift in a Talk Show. The result

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from the research is that they both one as a speaker and one as a listener have a similarity and differences strategies of politeness which are influenced by their respective cultures.

The fourth is a journal from Putu Eka Giri Mariani, Made Budiarsa, Ni Made Ayu Widiastuti (2019) and the title is *Politeness Principles in Donald Trump's election Victory Speech* (Journal Humanis, Faculty of Arts, Udayana University). This research aims to define of what maxim of politeness principle that use, the illocutionary acts and illocutionary functions that affect Donald Trump's speech. The result of this research is there are 21 utterances that categorize to six maxims of politeness principle, types of illocutionary acts, and illocutionary functions. The most maxims that used by Donald Trump in his speech is tact maxim. Trump use tact maxim in delivering his speech to the hearer to express his politeness on his speech.

The last one is research from Hamdani, Karomani, Farida Aryani entitled *Political Debate on TV One and its Implications as High School Teaching Materials* (FKIP Unila). This study aims to describe the speech acts that exist in the political debate on TV One based on Leech's theory of politeness and its implications as teaching materials. The study of maxims in debate analyzes the maxims which are included in the maxim of politeness and the violation of the maxim of politeness. This study concludes that in debate, the most utterances violate the maxim of politeness. Speech that violates and does not violate the maxim of politeness can be used as teaching material as a comparison of polite and impolite speech.

From the previous study that have mentioned above, there's the different purpose from each research. The first research aims to find the impolite beliefs through the illocutionary act. The second research aims to find the respond from the debate participants. The third research aims to find the similarities and differences that used by the speaker and listener. The fourth research is aims to find politeness principle, illocutionary act, and illocutionary function that affect Donald Trump's speech. The last research aims to describe the utterance in politeness and violates politeness in political

debate. This research will analyse the different aspects from the previous studies. This research aims to analyse the assertive illocutionary act regarding the maxims of politeness and the function of speech in debate. The writer will use Leech's theory as the theory for this research.

Based on the explanation above, the writer aims to analyse the maxim of politeness principle and function in the assertive act used in the debate between Donald Trump and Joe Biden. The reason for choosing the object of the 2020 American presidential debate, because this debate is the latest debate held in America after previously being held in 2016 by winning Donald Trump as president. This debate contains speech in linguistic rules, namely politeness. In this thesis, the speeches that observe and violate the politeness maxim are analyzed. Therefore, the title of this thesis is **Politeness Principle of Assertive Act in Debate between Donald Trump and Joe Biden.**

1.2 Statements of Problem

From the background of the research, the writer determines that there are two questions as the main concern on this research, there are:

1. What types of politeness principle's maxim in the utterances of assertive act are used in presidential debate between Donald Trump and Joe Biden?
2. What are functions of assertive act in the utterances that observes and violates politeness maxim in presidential debate between Donald Trump and Joe Biden?

1.3 Research Purposes

Based on statements of problems in the research question, the writer is intended:

1. To describe the types of politeness maxim in the utterances of assertive act used by Donald Trump and Joe Biden in presidential debate.

2. To find out the functions of assertive act in the utterances that observes and violates politeness maxim used by Donald Trump and Joe Biden in presidential debate.

1.4 Research Significances

Based on the research objectives previously mentioned, the research significance of this research is formulated as follows:

1. Theoretically

    This research is expected to prove that communication and speech in a debate often observe and violate the politeness principle, especially the principles of politeness according to Leech theory such as the tact and generosity maxim, approbation and modesty maxim, agreement maxim, and sympathy maxim. This research is expected to prove that communication in debate has its own function based on the speech act are used, especially assertive act.

    This research is expected to be useful for the continuity of science and knowledge in the realm of pragmatic studies in social interactions, especially regarding the principle of politeness in communication.

2. Practically

    This study was structured to complete the requirements for a Bachelor of Humanities degree in the Department of English Literature, State Islamic University Sunan Gunung Djati, Bandung.

    This research is expected to help readers to understand what types of politeness's maxim are used in the utterances using Leech's Theory, and what functions of assertive act in the utterances that observe and violate politeness maxim using Searle's theory

1.5 Definition of Key Terms

To avoid misperception of the use of the terms, some terms that used in this research are defined as follow:

Pragmatics   : The study of meaning that requires interpretation of speaker's utterance in a context and how a context affects the utterance. Then the listeners make conclusion from the interpretation, so that the meaning can be understood.

Context   : Context is the description of a situation that explained a situation related to an event.

Speech Act   : The actions that use in producing an utterance. Speech act is language that can be seen as a form of action.

Politeness   : Politeness is a person's choice of words in Language usage. Politeness interpreted as the speaker's strategy to maintain harmonious relation through words.

Maxim   : Maxim related to general rule or principle. In this research maxim related to the principle or rule in politeness.

Face   : Face is a person self-image in public.

Positive Politeness   : Positive politeness is the speaker's way of expressing his desire which is directed directly at the positive face of the recipient, that his wish should be sensed as desirable.

Negative Politeness : Negative politeness result in more complicated situations, sometimes a lengthy conversation can be heard and there is often doubt in the expression of the sentence.

1.6 Organization of Writing

This research consists of five chapters it will be described as follows:

Chapter I   : First chapter explained introduction. This chapter

described background of research, statements of problem, research purposes, and research significances.

Chapter II : Second chapter explained theoretical review. This chapter discussed of pragmatics, context in pragmatics, speech act theory, politeness, Leech's theory of politeness, and Brown & Levinson's Politeness strategy.

Chapter III : Third chapter explained methodology in the research. This chapter discussed research design, research of data, source of data, technique of collecting and analysis data

Chapter IV : Fourth chapter described analysis of the research and discussion. This chapter consists of debate questions, the maxim difference used by debate participants, and the assertive function of the polite speech of the debate participants.

Chapter V : Fifth chapter explained conclusion and suggestion. In this chapter researcher concluded the research by describing the result of the analysis.