

CHAPTER I

INTRODUCTION

This chapter consists of six sub-chapters of research background, statement of the problem, research objectives, research significance, conceptual framework, and previous research. The research background contains phenomena that occur in the field which are then criticized using relevant theories. The statement of problem contains a summary of the problems studied. The research objectives contain the achievement of targets following the research questions. Research significance includes the theoretical and practical benefits of the research. The conceptual framework contains an explanation of the topic to be discussed. And lastly, previous research contains and examines the results of several previous studies that are relevant to the research.

1.1 Research Background

Politeness examines how someone uses language in a certain community environment (Rahardi, 2008; in Kusumaswarih, 2018). Referring to the theory of Brown & Levinson of politeness, politeness is an effort to save face (Brown & Levinson, 1987). What is meant by the face here is self-esteem of someone. In reducing the risk of unpleasant speech for the listener or interlocutor, certain strategies are used. Brown & Levinson present several politeness strategies, namely bald on-record strategies, off-record strategies, positive politeness strategies, and negative politeness strategies. These strategies are used for the smooth running of the communication process. These politeness strategies are widely used in public communication processes, such as in talk shows.

Not only politeness, pragmatics also focuses on other topics, such as inference and reference, cooperative principles, speech acts, and deixis. Inference and reference is a concept of expressing meaning through linguistic expressions

by speakers which are then interpreted by listeners. Cooperative principle is a way of how humans can communicate effectively when interacting in social situations commonly. Speech acts refer to the utterances intended by the speaker with their effect on someone who hears them. Locutionary, illocutionary, and perlocutionary are the three types of speech acts. And deixis is a term used to refer to the use of general words or phrases to refer to a particular person, time, or place in a particular context. Five types of deixis, those are; person deixis, place deixis, time deixis, social deixis, and discourse deixis (Levinson, 1983; in Yulfi, 2017).

A talk show is a type of television or radio program in the form of a conversation between a person or group of people called guests and the host. Usually, a talk show will invite influential figures for certain interests, either for the talk show program itself or the invited figures. For example, a talk show will invite a singer who has just had an album released. By inviting the singer, both the speech program or the singer will get the attention of many people. With the attention of the community, politeness is needed. The politeness comes from the host to the guest star, the guest star to the host, and both to the audience. Politeness strategies are needed in a speech program, where the face of the host, guest stars, and audience can be threatened because of a speech. Jimmy Kimmel Live! is a late-night talk show broadcast on ABC hosted by Jimmy Kimmel, an Emmy Award-winning comedian. This late-night talk show was first broadcasted on January 26, 2003, as a replacement for Politically Incorrect. The event, which is presented with a little comedy, often invites people such as athletes, comics, celebrities, and also musicians. The show, which lasts forty minutes to an hour, had a fairly low rating below other late-night talk shows such as Late Night with Conan O'Brien, Late Show with David Letterman, The Late Late Show with Craig Kilborn, and The Tonight Show with Jay Leno. However, gradually, the show rose in the rankings and became a fairly strong contender for other late-night talk shows. One of the episodes that got a high rate is the one with Barack Obama, titled "*President Obama is Scared of Sasha and Roasts Donald Trump*".

The conversation in the talk show described how Barack Obama lived his days as President of the United States, besides that he also told how his role as a father was regardless of his position as President. Not only about his life on this talk show, Barack Obama said he made a healthcare program, named Obamacare, but it did not run smoothly and was suspended. In this conversation, Jimmy Kimmel also joked a little about Donald Trump who would not read Barack Obama's book which has 701 pages. And Barack Obama's book, *A Promised Land*, which ends with the story of Bin Laden.

As seen in the content of the conversation in the talk show, Barack Obama often uses language that contains politeness. Of course, when someone speaks it has a certain meaning and purpose, especially when it is associated with political issues that tend to lead to his defense and victory strategy and his political program in his position as president.

The researcher intends to analyse the politeness strategies in an utterance in the interaction process of the late-night talk show *Jimmy Kimmel Live!* where the talk show invited the former president of the United States, Barack Obama as a virtual guest star in the video entitled "*President Obama is Scared of Sasha and Roasts Donald Trump*". Assuming that the politeness strategy is used in the speeches of Barack Obama and the host of the show, Jimmy Kimmel, the researcher chose this video.

This research is more focused on how a public figure like President speak, and also what are the most strategy used in conversations between Jimmy Kimmel and Barack Obama. Therefore, the authors decided to analyze the conversation between Barack Obama and Jimmy Kimmel with a politeness strategy to find out what types of politeness were used when being interviewed and conducting interviews with important figures and also to know the objectives and consequences were. Arising from these kinds of politeness in the conversation between Barack Obama and Jimmy Kimmel.

1.2 Statement of Problems

From the background research that has been explained, the statement problem in this research will focus more on the types of politeness used and the purposes of politeness in every conversation between the speakers and want to find objectivity and political consequences of the political elements of the conversation between the two. Therefore, researchers will focus more on the following questions:

1. What are the types of politeness strategy did Barack Obama and Jimmy Kimmel used in the video titled "*President Obama is Scared of Sasha and Roasts Donald Trump*"?
2. What are the purposes of politeness strategy on the conversation between Jimmy Kimmel and Barack Obama in "*President Obama is Scared of Sasha and Roasts Donald Trump*"?

1.3 Research Purposes

Based on the questions that the researcher has written, the researcher decided to focus on two purposes of the research, namely:

1. To find out the types of politeness used by Barack Obama, Jimmy Kimmel, and Joyce Taylor used on "*President Obama is Scared of Sasha and Roasts Donald Trump*".
2. To describe the purposes of politeness strategy that Barack Obama, Jimmy Kimmel, and Joyce Taylor used in the video and the social effect between speakers.

1.4 Research Significances

This research expected to complement previous studies and help future research. The benefits of this research itself can be seen both theoretically and practically. Theoretically, the data found in this study are expected to be a

reference to get information about pragmatics, especially about politeness, based also on the phenomenon and the object of study.

Practically, researchers want to examine more about politeness in conversation, especially what is contained in this object. So that politeness in speaking can be more noticed by everyone and can get comfort from the conversation that takes place because politeness in speaking is very important to build a comfortable atmosphere and have a smooth conversation. Besides that, this research is hoped to be able to make readers aware of the existence of politeness in the conversation, which can create a comfortable atmosphere between the speakers and make the conversation run smoothly, and also the listener can understand what the speaker means during the conversation.

1.5 Conceptual Framework

Pragmatics is the study of the relation of language to a particular social context. Pragmatic is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader (Yule, 1996). The five main topics in pragmatics are inference and reference, cooperative principles, speech acts, deixis, and politeness.

Inference and reference is a concept of expressing meaning through linguistic expressions by speakers which are then interpreted by listeners. Inference is an interpretation that is conveyed or obtained from the context of a conversation (Rani, et al., 2000; in Dewirsyah, 2018). Reference is an action when a communicator uses a form of language so that the listener can interpret something or can understand what the communicator tries to explain (Yule, 1996).

Cooperative principle is a way of how humans can communicate effectively when interacting in social situations commonly. Grice (1975) states that cooperation is needed between the speaker and the speech partner in a conversation to achieve a goal. In the cooperative principle, there are four

conversational maxims; maxim of quantity, maxim of quality, maxim of relevance, and maxim of implementation, all of which need to be obeyed by every speaker.

Speech acts refer to the utterances intended by the speaker with their effect on someone who hears them. Speech acts studies how speakers and listeners use language (Yule, 1996). There are three types of speech acts, those are; locutionary, illocutionary, and perlocutionary.

Deixis is a term used to refer to the use of general words or phrases to refer to a particular person, time, or place in a particular context. This term comes from a Greek word that means pointing or indicating, which is used to express the meaning of the personal pronoun function and clearly (Lyons, 1977). Levinson (1983; in Miftah, 2016) proposed five types of deixis, those are; person deixis, place deixis, time deixis, social deixis, and discourse deixis.

Politeness is an effort to communicate so that harmonious interaction occurs. Politeness defined by Yule (1996) is a system of relations between humans that aims for interaction between humans without conflict and confrontation. To avoid conflict and confrontation, it is necessary to implement politeness strategies. Brown & Levinson (1987) state that there are 4 types of politeness, namely; bald on-record strategy, positive politeness strategy, negative politeness strategy, and off-record strategy.

Bald on-record strategy is a politeness strategy used by speakers to people who have close relationships with them because this strategy does not pay much attention to face-saving aspects. Positive politeness strategy is a politeness strategy carried out by speakers to parents, or to people who do not have close relationships with speakers because this strategy pays attention to face-saving aspects. Negative politeness strategy is a strategy that is used without showing solidarity or kinship between speaker and listener. And the last strategy is off-record strategy, this strategy does not have a clear communication goal, where this strategy makes the interlocutor need to interpret the meaning of the speech of the speaker.

With a brief description of politeness and its strategies, and supported by the theory of Brown & Levinson (1987), this study was conducted. This study focuses on the politeness strategies used by Barack Obama and Jimmy Kimmel as well as the purpose of using these strategies in an interview-type video talk show entitled *"President Obama is Scared of Sasha and Roasts Donald Trump"*, so that this research is entitled *"Politeness Strategies Used by Barack Obama, Jimmy Kimmel, and Joyce Taylor on Jimmy Kimmel's "President Obama is Scared of Sasha and Roast Donald Trump"*", this can be seen in the conceptual framework (Figure 1.1) below.

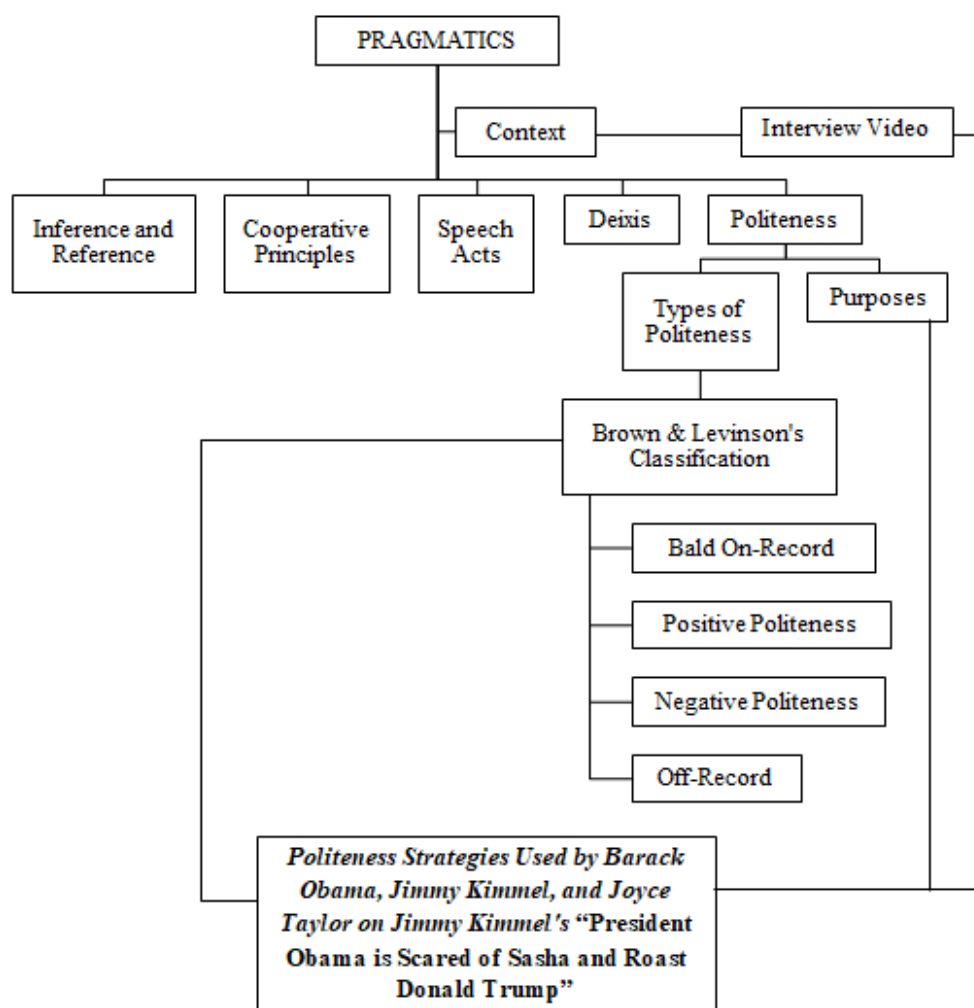


Figure 1. 1 Conceptual Framework

1.6 Previous Studies

Several researchers have examined the politeness strategy, which is as follows. The first research examines politeness strategies that used by Barack Obama in his victory speech. This research has been written by Yani Kurnia Sari (2016), with title "*An Analysis of Politeness Strategy in Barack Obama's Victory Speech*". This research focuses on how Barack Obama used politeness in his victory speech. The researcher found that the strategy that mostly used is positive politeness, because Barack Obama is a public figure and famous person especially for American. The use of politeness strategy in Barack Obama's speech can make listener or audience feel comfortable and appreciated, because it can give a positive image for Barack Obama as a politician.

The second research that examines politeness has been written by Almunawaroh (2016), who analysed "*An Analysis of Students' Politeness in Communication Via SMS at English Department*" with a focus on the politeness strategy used by students who send messages to lecturers. In this research journal, it is stated that along with the globalization of the use of politeness, many students do not give greetings and some students do not reveal their identity when sending messages. Therefore, the researcher is interested in examining how the type of politeness when students speak to the lecturer. The researcher uses Brown & Levinson (1987) theory to analyse the data obtained.

The third research is entitled "*A Politeness Strategy Analysis On The Main Characters Dialogues Of The Movie Pirates Of The Caribbean: Dead Man's Chest*" which has been written by Fauzi (2010). In this study, the researcher focuses on the politeness strategy used by the figures. During the dialogue, researchers used Brown & Levinson (1987) theory to analyse the data. In this study, the researcher qualifies the dialogue as a politeness strategy, and there are ten data included in the politeness strategy, four data that are included in the balance on record, three data is negative politeness and only one data is included in the off-record politeness.

The fourth research entitled *"The Positive Politeness in Conversations Performed by the Students of English Study Program of Timor University"* has been written by Kamlasi (2017), in which the researcher analyses politeness in conversations between students in the English Study Program of Timor University. In this study, the researcher focused on describing the type of address terms of positive politeness which are used in conversation between the students of the English study program of Timor University and to find out the percentages of address terms of positive politeness which are used in conversation between the students of English study program of Timor University. The results of this study show the total of the address terms of positive politeness that are divided into with imposition and without imposition; 1) with imposition such as question with 40% of the total address terms in the conversation, request 22%, suggestion 11%, rejection 8%, chastisement 5%, and disagreement 14%, and 2) without imposition such as greeting with 27,27% of the total address terms in the conversation, thanking 22%, praising 10%, apology 15%, congratulating 9%, intimacy 10%, and obedience 7,14%.

The differences between this research and other research are more focused on expression and how to speak with a public figure like President, and also can find what are the most strategy used in conversation between Jimmy Kimmel and Barack Obama. Therefore, the author decided to analyse the conversation between Barack Obama and Jimmy Kimmel in a video entitled *"President Obama is Scared of Sasha and Roasts Donald Trump"* using a politeness strategy to find out what types of politeness were used when being interviewed and conducting interviews with important figures and also to know what the objectives and consequences were, arising from these kinds of politeness in the conversation between Barack Obama and Jimmy Kimmel.