

ABSTRACT

Syifa Nur Husna. 1175030262. *Politeness Strategies and Principle in Language used by President Barack Obama's Farewell Address through The "NBC NEWS"*. An Undergraduate Thesis, English Studies Department, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Drs.Irman Nurhapidudin, M.Hum; 2. Udayani Permaludin, S.S., M.Pd.

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Humans are social creatures who need each other to meet their requirements. One of them is language. By using language, humans can communicate with other social beings in order to survive. The communication will run smoothly if the speech and the interlocutor work well together. Pragmatics is a science that studies language from the point of view of users, and they focused on make social interactions and the influence of their usage of language on other listeners in using the language. In this study, the author uses pragmatics as a strategy approach and how someone speaks in certain situations. One of them is Politeness strategy by Brown and Levinson and Politeness Principle by Leech. The attention of the data from this research is the utterances of President Barack Obama in a speech entitled President Barack Obama's Farewell Address through The "NBC NEWS". Meanwhile, from the title of this thesis, it is known that the object of research is Barack Obama in Farewell Address. This study has two problem formulations, namely: (1) What kind of Politeness Strategies are expressed by Obama in speech? (2) How did Barack Obama comply with and violate the Politeness Principle in his farewell speech?. To find the answers to these two questions, the writer used a qualitative descriptive approach. Then, the data used are sentences or utterances directly expressed by Barack Obama in his speech and determine which ones contain politeness strategies and speech acts of politeness principles that appear and are violated by Barack Obama. The analysis technique uses Mile and Huberman: data collection stage, data reduction stage, data presentation stage, and conclusions. The result of data analysis, the researcher concludes that in Barack Obama's Farewell Address, there are 91 data from 4 types of politeness strategies. Meanwhile, there are 35 data from 6 types of politeness principles. The key to the relationship between the two is how the strategies and principles that emerged by Barack Obama and the author found that there were many politeness strategies that emerged and at least the politeness principles were violated.