

CHAPTER I INTRODUCTION

The first chapter of this research will discuss the outline of the research. Starting from the research background, problem formulation, research objectives, research significance, previous studies, and definitions of key terms.

1.1 Research Background

Humans is social beings who needs each other to fulfill their demands. By using language, humans can communicate with other social creatures in order to survive. According to Chomsky (2002; in Barman, 2003, p.111) Language is a natural object, a component of the human mind, an expression that contains a certain meaning or purpose conveyed to others intended by the speaker to be understood by the listener or the interlocutor through the language being expressed. According to Chomsky (1965; in Wardhaugh, 2006, p.3), Linguistics theory are not far off the discussion about speaker-listener, in a fully homogeneous language community, in linguistics there is needn't for right or wrong grammar or imperfect conditions, but rather focus on the interaction of various factors that underlie the speaker-listener. Language is the most important means of communication. Daily language studies with the community are called sociolinguistics. (Wardhaugh, 2006, p.12) mention that "sociolinguistics, whatever it is, is about asking important questions concerning the relationship of language to society". According to Crystal (1997:301) "Pragmatics is the study of language from the point of view of users, especially of the choices they make" In pragmatic studies that have been mentioned by several experts, for example Crystal said that the obstacles they meet in using language in "social interaction" and the effect of their use of language on other listeners in using language. In sociolinguistics, one of the developments we hope for is a stressful shift away from being concerned with social linguistic indicators of origin and identity (as in the influential Labovian paradigm) concern a greater with linguistic expressions of social relations (Brown and Levinson:1979).

In communication there is a process of information exchanging info, codes and symbols. By communicating the municipal becomes understand the problems in society, what will be conveyed from the bottom of his heart. Because of that interaction can not be separated in a society and has its own rules. How does a language become politeness and know how one's attitude in delivering a message, especially in giving address. According to Fiske (1990:1) Communication is one of the human activities known to everyone, the activities here term it a lot less satisfactorily, in other words, communication is talking to each other; like television, for example, it spreads information, this is our hairstyle, this is critical literature: so the terms of communication have no end. It turns out that we can easily see the definition of communication by looking at the backgrounds of the speakers and listeners, whether they come from the lower middle class or upper society or aristocrats. With these caste differences, we can view communication not only as a conversation between speaker and listener or someone's conversation through communication can make a place for differences in a community to communicate. In a community culture, communication is the main key to maintaining social calm, namely one's attitude in speaking to other people of different classes. It will continue day by day. Communication also helps them develop and find an idea that will be developed in the future. Because, communication will continue to change from time to time. And also communication is not only used randomly, there are rules for how we process communication into polite and memorable language in front of the listener.

In this study, the writer make a number of cases in pragmaticsnamely the principles and strategies of politeness, what are the types of politeness. Cruse (2006,p.131; in Nurwidyawati,2017, p.12) said that, politeness as linguistic behavior which is divided into two parts, namely negative politeness and positive politeness, politeness is more concerned with positive effects and minimize the negative effects of a speech.

The use of politeness in communication is very worthy because it can make social relations comfy and based on socio-cultural background between

1. What kinds of politeness strategy did Barack Obama choose in Farewell Address?



2. How did Barack Obama observe and violate the kinds of politeness principle in Farewell Address?

1.3 Research Purposes

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

1. To describe what kinds of politeness strategy did Barack Obama choose in Farewell Address?
2. To analyze kinds of politeness principle did Barack Obama observe and violate in Farewell Address?

1.4 Research Significances

The writer expect that this research can provide significant benefits to readers. The research aims to provide broader knowledge of the Strategies and Principles of Politeness in language through Pragmatics and to benefit from comparisons of similar problems with new problems. This research have theoretical and practical significance:

1. Theoretical significance

This research is very important to do because it analyzes the reality of education in a language. It is hoped to increase knowledge about the role of social and linguistics among the interlocutors especially in the areas of strategy and politeness principles.

2. Practical significance

In a practical sense, the findings of this study will inform readers about the importance of politeness strategies in communication.

- a. Academic Readers

This research will be useful for those who take language concentration as a source of authentic studies in Indonesia. Pragmatics because it contributes to the analysis of strategies and principles of politeness and adds reading references for students who will make theses. This research can be used as teaching material for students about the theory of strategies and principles

of politeness, and to add insight to lecturers about phenomena and linguistic problems.

b. Public Readers

Nowadays, politeness in language is decreasing. Sometimes, people forget how to speak orally or in writing to other people, especially at different ages, the politeness is different there. Therefore, the writers hope that the readers in this study understand how important strategies and principles are in terms of politeness. There are many who still violate politeness and also the wrong placement of politeness. Especially, for people who make a speech or speak in public, they must have good language politeness so that they are appraise well by others.

1.5 Clarification of Key Terms

Pragmatics: Pragmatics concern of the meaning communicated by the speaker or writer and understood by the listener or reader. This approach also needs to explore how the listener can make inferences about what was said to arrive at an clarification of what the speaker intended. Pragmatics is also the study of how distance can affect expressions in communication (Yule:1996 p.3).

Politeness: Politeness must be studied as part of the relationship between the gap between sound pressure operations and social norms. This field of civil linguistic review is called pragmatics. Pragmalinguistics scans the operation of sound pressure and its meaning by the number of narrators and listeners. Modesty is generally considered a good thing, and children's socialization includes learning to be polite. However, there are times when immodesty is felt

desirable when the recipient of the behavior is disrespectful (Leech:2014,p.4).

Politeness Strategies: It is a strategy that is used to avoid a violation of the hearer's aspect. Which consists of 2 types:

(a) Negative face: the basic claim to territories, personal preserves, rights to non-distraction - i.e. to autonomy of action and freedom from imposition.

(b) positive face: the positive consistent self-image or 'personality' crucially including the desire that this self-image be valued and accepted of claimed by interact. (Brown&Levinson:1987,p.61)

Politeness Principle: The Politeness Principle (PP) from Geoffrey Leech. PP is Minimizing (other things being equal) expressions of impolite belief, and there is a more relevant version of the positive (maximizing other things being equal) expressions of courtesy) which are less important. PP proposes how to produce and understand language based on politeness. PP goal is to build a sense of community and social relationships. Thus, the PP focuses on the interpretive process that the center of the study is more on the influence of listeners than speakers. So there are 6 maxim in this principle of politeness; Tact Maxim, Generosity Maxim, Approbation maxim, Modesty Maxim, Maxim Agreement, and Maxim Sympathy. According to Brown and Levinson(1990:xiii) The principles of politeness established in general linguistics are in many ways similar to those discovered by the grammarians we know

Address:

Speech and Address are different. In other words, Speech refers to what someone talks about over the phone or in a classroom, while address Refers to what a person talks to an audience or a gathering. In this research, Obama's speech to the audience is intended to make listeners feel enthusiastic and motivated by Obama's speech.

Barack Obama:

Barack Hussein Obama was born on August 4, 1961. Barack Obama served as the 44th President of the United States. He is also the first African-American or black president who has served as a president who has many fans in various countries. Obama was born in Honolulu, Hawaii. He graduated from Columbia University in 1983, and worked in community organizing in Chicago. In 1988, he enrolled at Harvard Law School, where he was the first black person to become president of the Harvard Law Review. During his first term, he signed three bills: an omnibus bill to stimulate the economy, laws to make health care more accessible and affordable, and laws reforming state financial institutions. With that, he became the fourth president to win the Nobel Peace Prize in 2009. Obama is an American society who lives all values through the heart. He continues to uphold the middle class in order to become a strong community and family. The means of education that he always prioritizes in processing new ideas, and he also ensures that a blessed life must be lived, how do we behave in service to others.

1.6 Previous Studies

It is hoped that the explanation of previous studies should avoid similarities and imitations in research and promote originality. From this research it is hoped that it can discuss all the uniqueness of the two theories of Brown & Levinson with Leech in Politeness and then connect it with the object of Obama's Speech. Below are 3 previous research:

1. Title : The Politeness Strategies Used By The Main Characters Of Twilight Movie.

Writer : Natalia Sulistya Aryani, 2017

Focus Problem: Look for types of politeness strategies and to analyze what factors influence the four casts of Twilight in speaking politeness.

Result: The first research result is, the use of politeness strategies used by the characters in Twilight Films is bald-on record, off-record, positive politeness, and negative politeness. The second research result is that the factors are sociological variables namely social distance and relative strength of each other.

2. Title : A Pragmatic Analysis Of Politeness Strategies And Politeness Principles In Uptown Girls Movie.

Writer: Qolidina Noviano, 2014

Focus Problem: Identify the politeness strategies and politeness principles used by Uptown Girls filmmakers in message

Result: The outcome of the research is there are four politeness strategies used by characterc Uptown Girls Movie; Bald-on record, Off-record, Positive Politeness, Negative Politeness. Thre are 41 data uttered in courtesy courtesy by main characters Uptown Girls. The second result is the principle of modesty used by Leech. The principle of modesty used by Uptown Girls movie players there are 5 types of principles namely; Tact Maxim, Generosity Maxim, Maxim Maximization, Modesty Maxim, and Maxim Agreement.

3. Title: The Positive Politeness in Conversations Performed by the Students of English Study Program of Timor University

Writer: Imanuel Kamlasi, 2017

Focus Problem: analyze positive politeness in student conversations, describe terms and percentages of positive politeness conversation outcomes.

Result: From the results of his research, there are greetings, greetings, thanks, compliments, apologies, congratulations, questions, requests, rejections, punishment, suggestions. The highest percentage is questions, a total of 44%. Meanwhile, the lowest percentage is a penalty of 5%.

From the descriptions above, this research is certainly a little different from previous studies because the writer uses the strategy and principle of politeness, but the writers do not differentiate but unify whether there is a violation of the politeness principle in the politeness strategy. Barack Obama's Farewell Address was an invitation to be positive. The auditors were hypnotized by the words conveyed in Barack Obama's last speech, he said goodbye, but still appreciated all the hard work of those who have helped. In his farewell speech, Barack Obama used a lot of politeness strategies in his speeches in front of the crowd. As President who has served for 9 years, he uses politeness so that all listeners and followers can be directed towards a better direction without having to force. Therefore, the writer contributes to previous research writing on Politeness to reveal that in an object Politeness is not always researching a film or literary text, but Politeness is better studied in real life examples such as speech interviews, or reality shows. This contribution was made by adding the study of two different theories at once in a Speech. Thus the writer's proposal will be unique and new because it is added with real objects and two different theories so that it is interesting to read.