

CHAPTER I

INTRODUCTION

The first chapter is an introductory chapter consisting of several main points based on these points include: Background of Research, Problem Statement, Purposes of Research, Research Significances, Definition of Key Terms.

1.1 Background of Research

The secret to interaction with other persons is language. As human beings, we need language to interact with each other as an instrument. People can not communicate their ideas and feelings to other people without words. Language helps people to express what they want to say to each other, (Aitchison and Wardaugh 1987). This implies that language is the key to interaction. We do not know if language can be used even for personal actions or acts to preserve the social relationship. People can communicate what they wish to convey to each other thanks to language. It implies that communication is based on language. We don't know whether language can be utilized to maintain social relationships, let alone personal acts or behaviors. According to the interviews, the researcher would want to look at the use of conversation interaction more thoroughly in this research.

One of the important things of society is politeness. In addition, Svarcova and Uher (2008:11) suggested that politeness is a concept that has gained a great deal of interest in the past year. When speaking in their native language, it is a practice that everyone perceives as natural, and only begins to contemplate its peculiarities during cross-cultural contact, and the strategy of politeness can better be defined as how people use language to maintain a friendly interaction when engaging or connecting with others.

The General election of the USA (8 November 2016) was the Presidential election held on the 58th. Two candidates from two parties ran in the presidential race. Donald Trump was a Republican candidate, and Hillary Clinton was a Democratic candidate. The US presidential election was very popular in other countries. In Indonesia, the Ministry of Foreign Affairs of Indonesia arranged the agenda of the Focus Group Discussion (FGP) with the theme "*Kebijakan Luar Negeri Amerika Serikat Pasca Pemilu Presiden*" Jakarta (28/6). The agenda was set in place because it was necessary for Indonesia to investigate the policies of the President of the United States of America. From this policy and media coverage, we can see how phenomenal the Presidential election of the United States of America was in Indonesia and other countries since the United States of America is one of the most powerful countries in the world.

Donald Trump earned 270 of the 538 votes cast on 9 November 2016 at 12:00 EST (15.00 WIB). Donald Trump is the winner in the US presidential race. Donald Trump became president at the age of 70, making him the oldest president of the USA. The second president of New York City is Donald Trump, who was born after Theodore Roosevelt.

The greatest highlights for some media is Donald Trump. However, some of his remarks have been published in the newspaper. Donald Trump's opinions have been displayed in several media, and have been perceived as negative statements. Donald Trump made a variety of statements, such as when he declared a presidential campaign in July 2016. Donald Trump opened his presidential campaign with a divisive statement about Mexico. He said some troublesome Mexicans, such as rapists, drug dealers and violent criminals, had been transferred to Mexico. On the other side, Donald Trump made a statement on one of the news networks, MNSBC. In America, he was asking about Islam. He said he was going to oversee a mosque that was dangerous to America, and he didn't hesitate to close down the mosques in America. Not just that, he was dreaming about Islam in an interview with ABC News (26 January 2017). He explained the reasoning behind his position of banning Muslims from entering the United States of America. For some Islamic nations, including Indonesia, his remarks suddenly became controversial.

In Interview with ABC News (January 26, 2017), the researcher decided to analyze the Politeness strategies used by Donald Trump in Interview with ABC News

(January 26, 2017) and the reasons why the researcher used the interview between David Muir and Donald Trump as a data analysis because David Muir was the ABC News anchor who had the opportunity to interview the notorious President of the United States. This would be the purpose of describing politeness strategies. The researcher selected the moment because Donald Trump said so many items that contained aspects of politeness strategies in his speech, not just about America, but also about Muslim topics that included other nations. That's why, at the time, the prosecutor was interested in analyzing Donald Trump's utterances.

The reason for selecting Brown and Levinson's theory is the consensus of Svarcova and Uher (2008:18) that Brown and Levinson's strategy theory of politeness is a very influential theory. In the other hand, Chippini (2009:261) states that the principle of politeness proposed by Brown and Levinson (1987) is a very suitable theory if the researchers are attempting to analyze the western character. They defined four forms of politeness strategies in their theory. Bald on record, Positive Politeness and Negative Politeness, bald off record.

Previous Research on the politeness strategies has been carried out by several researchers, which means that this analysis is one of the important objects to be researched. The researcher would like to study Pratiknyo (2016), Siadari (2014) and Indriani (2014) as the previous studies of the researcher's research.

The First Previous Research is a research by Pratiknyo (2016) entitled "Pragmatic Analysis of Positive and Negative Politeness Strategies of Refusals In Richard Linklater's Boyhood" The researcher used a descriptive qualitative method, the evidence being in the form of statements containing refusals. The focus of the knowledge was the movie Boyhood and its script. The researcher used the theory of Brown and Levinson to analyze the results. Two implications of the analysis were found by the researchers. The first findings are constructive and negative politeness strategies used by the character. the character employs eight sub-strategies of positive politeness. They are: giving gifts to the hearer, joking, being optimistic, including both speaker and hearer wants, intensifying interest to the hearer, avoiding disagreement, and also using in group identity marker. The sub-strategies that are applied by the character are: minimize the imposition, apologizing, questioning and hedging and stating the face threatening act.

The second earlier research is Siadari's study entitled "Politeness Strategies of the Host's Utterances in the Hitam Putih Talk Show," 13 September 2013. In the research, the researcher applied Brown and Levinson's theory of politeness policy and Holmes's theory of social influences in 1992, as well as Yule's 1996 theory of Speech Act. The aim of the analysis is to illustrate the kind of politeness strategies used by the host of the Hitam Putih Talk Show, to evaluate the host's most frequent use of politeness strategies, and the last one is to understand why the strategies are used by the host. The researcher discovered that the host used two bald on record utterances,

one bald on record utterances, 3 positive politeness utterances, and 11 negative politeness utterances. The researcher has discovered that the most popular approach is the constructive politeness technique. The explanation for using constructive politeness is that the speaker respects the listener's need to be appreciated and valued in order to relax the listener in conversation. The explanation for preferring bald on record approach is that the speaker needs to illustrate full efficacy of face threatening act and stresses his purpose as best as possible. The reason for using negative politeness is the concern of the speaker with the people's negative face and the last reason for using bald on record strategy is that the speaker needs to apply a face-threatening act, but the speaker manages to escape the responsibility of doing so.

Third research written by Indriani (2014) entitled 'Positive Politeness Strategies Used By Grace And Meg In Monte Carlo Movie.' The researcher used the descriptive qualitative approach and philosophy of Brown and Levinson to analyze the data in 1987. In this analysis, the researcher observed that the main character created the most frequent constructive politeness in her remarks. The result reveals that Grace created the highest amount of positive politeness as the main character in her sub-strategy 12 statements: using both listener and speaker in action and strategy 4: the highest number added by the main character and Meg using identity category. The second frequency of the character's politeness technique is sub-strategy 1: notice, attend = d to the desire of the audience and sub-strategy 5: pursue consensus. The third position of the character's politeness technique is sub-strategy 2: exaggerating curiosity, sub-strategy

3. The next sub-strategy is sub-strategy 3: increasing trust in H and the last is sub-strategy 8: kidding as the Meg's lowest amount of politeness strategy.

The researcher found some parallels and variations in the conclusion of these previous research. The parallels between this study and the other previous research are for the purpose of examining the forms of politeness strategy and all of the perennial studies above the Brown and Levinson (1987) theory of politeness strategies. Then, the distinction is on the object, there is none of the previous research that were planned to examine the politeness strategies used by Donald Trump in an interview with ABC News.



1.2 Problem Statement

The most important thing in applying the politeness strategies in interview Donald Trump with ABC News is to be able to find out what interesting utterances that spoken by Donald Trump are in the interview, considering Donald Trump is the most controversial figure in the world and Donald Trump said so many items that contained aspects of politeness strategies in his speech, not just about America, but also about Muslim topics that included other nations. Therefore, with this research the researcher hopes that the reader can find out about politeness principles strategies.

Based on the background of research, the research problem to be proposed are about the politeness strategies. This research will focus on two research questions as follows:

1. What politeness strategies are used by Donald Trump in interview in ABC News?
2. What is politeness strategies are mostly used by Donald Trump in interview with ABC News?

1.3 Purposes of Research

Based on the problem statement, the researcher has chosen to identify a variety of research purpose.

1. To analyze politeness strategies used by Donald Trump in his interview with ABC News.
2. To find out politeness strategies mostly used by Donald Trump in his interview with ABC News.



1.4 Research Significances

This research has theoretical and functional relevance. The significances of this research therefore includes:

1. Theoretically

Theoretically, this research is expected to be useful for the following parties:

- The results of this research are expected to expand readers' skills in the use of politeness strategies.
- As a reference to other researchers who want to examine literary works, especially interview of controversial person and etc. about politeness and politeness strategies.

2. Practically

Practically, this analysis is predicted to be helpful for the subsequent parties:

- Academic Readers

The research can be a new reference and source for the academic readers. Especially for students of linguistic concentration. This analysis are going to be helpful for them as associate in pragmatics supply of study in linguistics as a result of it offers contributions concerning the analysis of politeness and politeness strategies.

- Public Readers

In this a new society, many people forget how to apply politeness strategies. People sometimes forget how to speak with people whose age is above us, appropriate, or even below us. 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. Furthermore, this research would make us more considering something before we judge it is polite or not.



1.5 Definition 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 interview between Donald Trump with ABC News. 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 research 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.

Politeness Strategies: In specific social settings, the term of politeness strategies are verbal behaviors that demonstrate care for others while minimizing risks to self-esteem 'face', face is fundamental to many attitudes to politeness. They individually consider certain factors, whether consciously or subconsciously, when individuals are engaged in conversations, that help them decide the shape that their speech will take. (Brown and Levinson, 1987).