

CHAPTER I

INTRODUCTION

This chapter deals with the introduction of the research. It consists of five sub-chapter. There are background of study, research questions, research objectives, research of significances and the definition of key terms.

1.1 Background of Study

Language plays an important role in people every interaction with others and in sharing about feelings. Language is a means of communication. By using language people can express ideas, thought, opinions and their minds. Language is the most important medium of communication in the world since it is difficult for people to communicate with one another and carry out their everyday life without using language. The goals of the interaction are represented by particular speech act such as apology, complaint, compliment, invitation promise, request, etc. Among these, the speech act request is interesting to be discussed since people produce request for various reason in everyday interaction, generally to obtain information or certain action. The analysis of meanings as expressed by a speaker (or writer) and interpreted by a listener is known as pragmatics. As a result, it is more concerned with determining what people mean by their utterances than with determining what the words or phrases in such utterances mean in and of themselves (Yule, 1996). People not only create utterances containing grammatical structures and words in order to express themselves; but they also perform actions through those utterances, which are referred to as speech act.

Pragmatics is a branch of linguistics that studies how people use words to convey meaning. Pragmatics concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). This type of study

necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said (Yule, 1996).

Speech act is the smallest unit of language communication. According to Searle (Wijana, 2009) speech act in pragmatics can be classified into three kinds, they are locutionary acts, illocutionary acts and perlocutionary acts. Meanwhile, there are also five kinds of speech acts: assertive, directive, commissive, declarative and expressive. The most frequently speech act used is an illocutionary act that is speech act that force or intention behind the words uttered by the speaker to the hearer or addressee. Searle then gives distinction between direct and indirect speech acts according to the relationship between the structural forms and communicative functions. A direct speech act refers to utterances whose meaning can be understood through linguistic forms, while indirect speech act is used to show an appropriate level of politeness in communication.

This study focuses on request. Request is one of the classifications of speech act that concern with the act of asking for something or getting someone to do something. Tsui (1994:92) said that request are generally conceived as polite ways of getting the addressee to do something. Requesting speech act sometimes is used directly or indirectly in the daily life. When someone request something to someone, she or he can express it by using requesting, asking, greeting, giving information, complaining, offering and criticizing. Besides, there are many factors influencing the relationships among the participants request behaviors, such as social status, familiarity and etc. For examples, to ask someone close the door, based on the condition, they can use a certain request like ‘close the door!’, ‘I want you close the door.’, ‘will you close the door?’, ‘can you close the door?’, ‘would you mind to close the door?’, or ‘could you possibly close the door?’.

Related to communication, request appears as one of speech acts which learners must be aware of. The reason is that its successfulness or failure may determine the positive or negative outcomes. According to Ellis in Rue and Zhang, requests are an

act on the part of a speaker who attempts to get the hearer to perform or stop some kind of action. However, the speaker should aware how to maintain a harmonious relationship to the hearer in such situation.

In the act to make a request, people have to be careful because it can be considered something that burdens the listener. Culture has influence thing in communication. The culture of people influences in languages they used by reason of it reflects the value of their life in society. In every culture has the rule that must be obeyed. When people act request, that is influenced by the culture and also it reflected by politeness. Politeness and request have relations each other where people ask to request something in polite way to convince the listener to do what they want. In this case, people should know about the culture. Western culture includes low context because communication tend to be direct. In the act of making request people has different strategy. Misunderstanding or also ambiguity sometimes happens in making request because what the speaker want is not similar as the message that the hearer receive and it became misunderstanding between them.

Politeness strategy was also used in making request. In communication, both of the speaker and the hearer used politeness in requesting. Request was one of the classifications of speech act that focus with the act of asking for something or asking someone to do something. It was a part of pragmatics study. However, request related to the social interaction, so it could not be separated from sociolinguistics. This research took pragmatic approach as the way of analysis, considered how the speaker used the language in the social interaction with others.

Politeness develops because there is awareness to polite of person for respect to others. It can do in language, behavior or ethic of polite as expression from someone to show the personality for not appears mutual vulnerability of face that is conveyed on communication strategy that uses Politeness Strategies. Politeness strategies are the manners or strategies on utterances between the speaker and the hearer when the communication on process. There are some manners for someone using politeness

strategies have four types: they are bald on record, positive politeness, negative politeness and off record. For the example:

1. “It cannot be serious! It is so hot out there, could you bring me a glass of water?”

This was one of the examples of positive politeness which was a notice, attend to the hearer. the example above explained that “so hot out there” and the speaker wanted the hearer to bring a glass of water because the speaker got thirsty.

2. “Darling, can you give me the money?”

This was one of the examples of negative politeness in being conventionally indirect. It was a desire to give the hearer an out by being indirect and the desire to go on record. It was solved by the compromise of conventional indirectness; the used of phrases and sentences has contextually unambiguous meanings which were different from their literal meaning. The speaker asked the hearer to bring the money for him/her. It explained the speaker needed the hearer to do what she/he wants. Those can be found in real life and also on recording from such as the digital media. The digital media is a type of audio-visual on communication which consist of audio, video, movie, film, television, etc.

The request strategy that used by Harry is considered as imperative strategy that included to direct strategy. The use of this strategy in this context is appropriate as Trosborg says that when the request is conveyed by authority figure, the hearer must obey. Harry has knowledge of the situation that Dudley is in danger and Dudley can't

help in this situation. Type of politeness that is used on the context is bald-on record, because the direct way Harry requested Dudley to run away. The emergency situation made the speaker not to minimize the imposition so there is clear that the hearer must obey.

In this study, the writer wants to know about request strategy spoken by the characters of *Harry Potter and The Order of The Phoenix* and attempts to address the politeness strategy (off record, negative, positive and bald on-record) in the use of request. There are some reasons of the writer in choosing this movie in the research. First, the writer is curious about request and politeness strategy. Secondly, because pragmatic is the part of language, where as the language we use as a daily communication that is why the writer takes request and politeness strategy to be applied in communication.

The previous study was researched in 2016 by Wahyu Ningrum from Jendral Sudirman University with the title “*Analysis of The Request Strategies in Leap Year Movie*”. Wahyu’s research focused on identifying types of request strategy and the factor influencing the request strategy.

The related study is a graduating paper with title “*A Study of Politeness Strategies Applied by The Characters in Despicable Me 2*” written by Fiki Makhmudiyah 2014, student of UIN Sunan Ampel University. This paper focused on describing the strategy that applied by the characters.

Moreover, the third related study is graduating paper with the title “*Requesting Speech Act in Twilight: New Moon Movie Script*” written by Mutia Fitri Hanum, 2017, UIN Sunan Gunung Djati University. Mutia’s research focused on identifying types of requesting by the characters and the factors.

The differences between this research and the previous research is this research focuses on how the types of request strategy and the types politeness strategy are used in *Harry Potter and The Order of The Phoenix* movie.

1.2 Research Questions

Based on the background, request strategy has benefit for the speaker and cost for the hearer so the speaker has to maintain the relationship with the hearer to resist the refusal. To maintain the relationship with the hearer, the speaker uses strategy in making request and takes politeness for managing the result. According to the statement, the questions are:

1. What strategies are used by the character of *Harry Potter and the Order of the Phoenix* movie in performing request?
2. How the strategies are used by the characters to employ the politeness in *Harry Potter and the Order of the Phoenix* movie?

1.3 Research Objectives

Generally, this study purpose is to get empirical data about the request strategy, while especially this research purpose is:

1. To describe the types of the request and politeness strategy that are used by the characters of *Harry Potter and the Order of the Phoenix* movie.
2. To analyze how the strategies that are used to make a request employed character in.

1.4 Research Significances

The result of the present study practically useful to Linguist.

1. Theoretically, this research is directed to the linguist subject or the reader generally and the linguist society specially, for further analysis. Furthermore, this research is a reference for those who are interested in enriching the Pragmatics knowledge.
2. Practically;
 - a. For the writer, this research is arranged to fulfill the requirements for the degree of Sarjana Humaniora In English Department of Adab and Humanities Faculty State Islamic University of Bandung Sunan Gunung Djati Bandung.
 - b. For the next writer, this research expected to be a reference for the next research which are related to Pragmatics, especially Requesting by Trosborg and Politeness Strategies by Brown and Levinson.
 - c. For the reader, this research is expected can make readers know how the people's manners to convey what their means in utterance. So, it can help people to understanding on the use of politeness strategies that is used by the speaker to the listener in interaction.

1.5 Definition of Key Terms

In order to avoid misinterpretation about the use of terms; it is important for the writer to give the suitable meaning of the key terms. The key terms that contain in the research are Speech act, Requesting, Politeness, Politeness strategy and Film. The definitions are described as follows:

1. Speech act : Speech act is the action that performed via utterance.
2. Requesting : Requesting is a propose to get addressee to do something.
3. Politeness : Politeness is defined as using communicative strategies to create and maintain social harmony.
4. Politeness strategy: Politeness strategy is basically the study of knowing that way the people use the language while they are having interaction or communication.
5. Film : Film is a kind of entertainment where there are many interesting stories.

