CHAPTER I
INTRODUCTION

Background of Research This chapter presents the introduction of the research, the reasearch questions, the research objective, the significances of research, the clarifications of terms, and the organization of writing, and previous studies.

A. Background of the Research

The positive attitude and demeanor are courteous. Politeness is a technique that teaches us to be respectful. In pragmatics, the expression 'politeness' refers to the use of language to express an attitude rather than the laws of social conduct. We know that the response of the audience to the speaker, whether positive or negative, is essential for a speaker to talk respectfully to everyone. There are a lot of average people who don't know how to communicate politely. Politeness can also be used as a way of preventing interpersonal disputes. It is not unusual for us to encounter impolite speech when conducting a communication, causing emotions to arise from other sources. Furthermore, politeness is important to avoid making the listener feel pressured or offended.

According to Brown and Levinson (1987), politeness in pragmatics is interpreted as the efforts of speakers to maintain self-esteem or face, both speaker and listener. An example that I can take in daily life of American society. Although the speech they use has become a culture between the speaker and the listener do not consider their speech impolite, but theoretically, the speech used by the speaker means On Record Baldly that will be explained in the discussion. The level of politeness between the speaker and the listener can be seen in terms of age level, but it is different with the American people who thougt that their speech perspective is synchronized even though their age level is different, for example like students who call their names to their lecturers. Not only American society, but also most children

consider that language is liberated, they assume that all speech are used by not following the rules and assume that are true without thinking about the impact that will be said by the listener. This is what we can learn and understand that culture does not allow for a polite theoretically.

In this study, the researcher used movie as a source of research data because movie is one of the media that is easy to examine politeness speech acts and many people likes to watch movie and with the situation related to the speech acts, the politeness strategy can be investigated more electively. The movie can describe events from the real world, also has the elements needed to analyze politeness strategies in speech acts, namely dialogue, character, and setting (Azhar, 2012). The direct interaction between speaker and hearer makes it easy for researcher to observe what language strategies they use. Especially in the world of entertainment, of course language will be very influential, because language is a reflection of one's personality and will affect the interlocutor when communicating. The reason of researcher chooses the *Forrest Gump* movie object is because the movie was released in 1994 and still hotly discussed. The theme of the film makes an impression that not only brings us to the nostalgia, but there is also a tone of humor, imagination, and emotion that color it. What's more, the Forrest Gump animated movie from the United, it invited many netizens to watch more than 60 million times and gave a "Like" sign about one million, it can be said that many netizens appreciated that movie. Not only from children but also this animated movie can be accepted by adults. Related to the study that the author took, of course, would be very interested in examining polite language contained in the movie. Therefore, the use of language from speakers and hearers in the *Forrest Gump* movie will be a reference in collecting research data.

This research will examine some politeness strategies which is according to Brown and Levinson, politeness strategies are used by people in protecting the positive and negative faces of one another and appropriate interactions. There are; *Off Record*, is an indirect strategy and avoids the speaker from coercive action, *Negative Politeness*, is an action aimed at the recipient of a negative face and desire to have

freedom of action and unobstructed attention also assumes that there may be some social distance or awkwardness between the speaker and the listener and is likely to be used every time a speaker wants to control his interactions, *Positive Politeness*, is a strategy to minimize threats to the positive face of the listener. They are used to make listeners feel good about themselves, their interests or possessions, and usually used in situations where the audience knows each other, *On Record Baldly*, is a strategy to minimize threats to the face of the listener and if we often uses this strategies it will surprise or embarrass the other person, so this strategy is most often used in situations where the speaker has a close relationship with the audience, such as family or close friends.

Some similar studies are related to the politeness strategies. Some of the same studies previously contributed greatly to current research related to the politeness strategies on *Forrest Gump* movie. As for some previous related studies are as follows:

The first from Ayu Gemasih (2018) entitled *An analysis of politeness strategies employed by lectures in speaking class*. The study uses a politeness strategies from Leech in analyzing the function of. The object used is the lectures in speaking class.

The second research about *Politeness strategies of the English subtitle of request of train to busan movie (2013)* movie by Hikmatudz Dzikriyah (2018). She's research discusses the type of politeness strategiues, The results of this research showed two important points. Firstly, there were four politeness nstrategies proposed by Brown and Levinson's theory, which were used to analyze English subtitles of Train to Busan movie.

From the previous studies above relating to politeness strategoes have differences with current research. Seen from the theory and research question used in this research is titled politeness strategies in *Forrest Gump* movie. In this analysis the writer discusses two research question, first is what types of politeness strategies are

used in the characters of *Forrest Gump* movie, and to know the factors influence on the use of politeness strategies in movie with the contexts in *Forrest Gump* movie based on the theory of Yule, Brown and Levinson. Very clear with previous studies that only examine the type and function alone, without involving the context in it. As for the other differences that is the theory and the object used. The object used in this study is the film *Forrest Gump* (1994). Also, other differences in previous studies are the absence of context discussion in the first research, there is no context and function research in the second research, also the theories used are different.

Therefore, looking at previous research, the writer is interested in examining more closely related politeness strategies in film. In this study, the writer use the film *Forrest Gump* as the object, to find out the politeness strategies acts that exist in the film.

B. Statement of Problem

Based on the background above it can be explained that politeness strategies have the aim to respond to a speech with action. In general, a speech requires an answer, and the answer from the statement can be either utterance meaning or action. In politeness strategy, speech acts as the response answers made by the partner in the form of action. The action can be a rejection or acceptance. From this action, the speaker will know the answer from the partner. Usually, Politeness acts are found in everyday conversation. However, in a film can also be found the same thing, because the film is a copy of real life.

There is some research question based on the background above:

1. What types of politeness strategies are used in the characters of *Forrest Gump* movie?
2. What are the types of factors that influence the use of politeness strategies in *Forrest Gump* movie?

C. Research Purposes

Base on the statement of the problem and formulation of the problem above has purposed to analyze politeness strategies. The specific purposes are:

1. To find out the types of politeness strategies are used in the characters of *Forrest Gump* movie.
2. To describe the factors influence on the use of politeness strategies in *Forrest Gump* movie.

D. Research Significance

The research has developed broad thinking. The writer expects this research can give a significant benefit for the readers. This research is to improve of knowledge about politeness strategies in language through pragmatic studies, and to be a reference for the readers who wants to analyze the similar problem in order to be able comparing new discoveries.

Based on the research objective above, the significance of this research is formulated as follow:

1. Theoretically

   This research explains that politeness is not always a matter of what people say. In this film, speakers examine what politeness strategies are used by the *Forest Gump* movie because not everyone can understand the meaning of the speaker whether their speech is good or not. This research is also expected to be useful for the development of pragmatics in social interactions, especially about politeness strategies.

2. Practically

   a.   For the researchers: this research is arranged to fulfil the requirements for the degree of Sarjana Humaniora in English Department of Adam and Humanities Faculty State Islamic University of Sunan Gunung Djati Bandung

b.   For the next researchers: This research is expected to be a reference for the next research which are related to pragmatics, especially politeness strategies by Brown and Levinson.

c.   For the readers: The research has developed broad thinking. The researcher expects this research can give a significant benefit for the readers. This research is to improve of knowledge about politeness strategies in language through pragmatic studies, and to be a reference for the readers who wants to analyze the similar problem in order to be able comparing new discoveries.

E. Clarification of Key Terms

The research uses the terms as a keyword that will be explained in examining the main problems.

Pragmatics: The term analysis used in this study refers to *Pragmatic* from the *Forrest Gump* movie. Pragmatics is more focused on the analysis of what people mean by their speech words or phrases that are interpreted by themselves, (Yule, 1996).

Politeness: The study used the term *Politeness* to indicate the components of language. According to Yule (1996), politeness is the term of the 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 the face of others or commonly referred to as respect for the other person.

Strategies: The term *Strategy* is a unified plan, designed to ensure that the main objectives can be achieved through proper implementation (Glueck and Jauch, 1989).

***Forrest Gump*:** The term *Forrest Gump* used in this study refers to subjective research. The researcher used the title of Forrest Gump to find out the polite words to be analyzed in this study.

Movie: The use of the term *Movie* refers to the popular media used by researchers to find out the phenomenon of language to be analyzed. A movie is an audio visual communication medium to convey a message to a group of people who gather in a certain place (Effendy, 1986).