CHAPTER I
INTRODUCTION

This chapter consist of background of the research, statements of problem, research objectives, research significance, definition of key terms, and the organization of writing.

1.1 Background

Speech is an activity of expressing or communicating someone's thoughts through spoken words. People usually make speeches to convey their thoughts and emotion by speech sound and gesture with various purposes. People can do many things with speech, for examples, people can influence, guide, and teach many people with some information they did not know before. Speech is interesting to be analyzed, because every speech can be a window to see a history and people can also see the strength and the weakness of the people who deliver the speech itself. Besides, speech is also the most effective way in order to encourage a community to follow what the speaker has said. Especially if the speech itself is delivered by a well-known people for example a president, orators, public figure or a charismatic politician, it will easily influence the people who hear it.

In giving a speech, politeness becomes one important aspect that has to be considered in communication. Some strategies can be applied to show our politeness in communicating with others in order to build good connection between the speaker and the hearer. In pragmatic studies, it is called politeness strategies. Politeness Strategies is one of the subjects studied in Pragmatics. According to

Grundy (2000:164), politeness is the term that people use to describe the relationship between how something is said to an addressee and that addressee's judgment as to how it should be said.

In politeness, there is a term called face. Grundy defines face as a property that all human beings have and that is broadly comparable to self-esteem. There are two kinds of face, positive and negative face which exist universally in human culture. Brown and Levinson (1987:52) define positive face as "the want of every member that his wants be desirable to at least some others", while negative face is defined as "the want of every 'competent adult member' that his actions be unimpeded by others". In daily conversation, the speaker cannot fulfill the interlocutor's face want all the time. That is why the speaker needs to do Face Threatening Acts to save the hearer's face; by doing the Face Threatening Acts, the speaker do the Politeness Strategies.

Politeness Strategy is the strategy to minimize the threat when the speaker do the Face Threatening Acts. Because normally people will seek to avoid the Face Threatening Acts (Brown and Levinson, 1987). Politeness is interesting to analyze because if the speaker talk to the interlocutor or the hearer, he must be careful with his speech. The speaker must convey the message politely without hesitating the hearer. So the speaker must arrange what will be said to the hearer in a good and polite way. According to Brown and Levinson (1987) there are four kinds of politeness strategies. They are Bald on record, Positive politeness, Negative politeness, and Off record politeness strategies.

People can see the use of politeness strategies in a speech by well-known people. In this research, the writer aims to analyze politeness strategies used by Donald Trump in his speech at *Namaste Trump* event in India. During the event, President Donald Trump addressed the Indian people at the "Namaste Trump" event which was held on February 24, 2020. The event was held at the world's largest cricket stadium and was attended by more than 125,000 people wearing white hats bearing the words "*Namaste* Trump" or "Welcome Trump". The event was held to welcome Trump's visit to India and also to show of close relations between America and India. In his speech, Donald Trump declared that "America loves India".

The writer chooses Donald Trump's speech in this research, because Trump often gives speeches that invite controversy from the public. One example of the controversy was when Trump delivered a speech at the Boy Scouts Jamboree 2017 at the Bechtel National Scott Summit. In his speech, Trump quipped and mocked Barack Obama and Hillary Clinton in front of thousands of boy scouts at the event. His speech was deemed not to contain advice and was political, it made parents worried. From this, it can be said that Trump often ignores politeness and does not use politeness strategies in performing his speech. Therefore, the writer is interested in analyzing the politeness strategies used by Donald Trump in his speech at Namaste Trump event in India and the way Donald Trump applies politeness strategies in his speech.

In this research, the writer takes several previous studies that are relevant to what the writer investigates. From literature search results, researcher have found several works that discuss politeness strategies, including as follows.

The first previous study entitles *The Politeness Strategies Used by the Main Characters of Twilight Movie* (Aryani, 2017). There were two problems conducted for this research, about the types of politeness strategies and the factors influencing the choice of politeness strategies used by the main characters in the Twilight movie. The results of research showed that the main characters in Twilight movie used positive politeness strategy, negative politeness strategy, and off-record strategy. Meanwhile, the factors were payoffs and sociological variables of social distance, relative power, and rank of imposition.

The second previous study is *Politeness Strategies in Nicholas Sparks's Novel A Walk to Remember* (Khaofia, 2014). The problems of this research are what the types of politeness strategies and the factors used in *Nicholas Spark's Novel*. The last previous study is taken from *Politeness Strategies used by Martin Luther King, JR. in His Speech 'I Have a Dream'* (Maulana, 2011). The problem of this research are what types of politeness strategies are used by Martin Luther King, Jr. and what are the reasons in using politeness strategies by Martin Luther King, Jr. in his speech "I Have a Dream".

Based on the previous studies above, the writer concludes that three studies above had their own focus. The focus of the problem in this research, not only on the type of politeness strategy, but also on the way Donald Trump applies politeness strategies in his speech at Namaste Trump event in India. Based on the explanation above, the title of this research is *"Politeness Strategies Used by Donald Trump in His Speech at Namaste Trump Event in India"*.

1.2 Statement of Problem

Based on the background of the study which explains the importance of using politeness strategies in giving a speech for well-known people, the writer is interested in analyzing the politeness strategies used by one of the well-known people, namely Donald Trump, that in his speech he often states controversial statement. From this explanation, the writer is interested in analyzing the types of politeness strategies and the way Donald Trump applies politeness strategies in his speech at Namaste Trump event in India. Based on the statements of problem above, the research is formulated into the following questions:

a. What types of politeness strategies are used by Donald Trump in his speech at *Namaste Trump* event in India?

b. How did Donald Trump apply politeness strategies in his speech at Namaste Trump event in India?

1.3 Research Objectives

Based on the research questions above, the objectives of this research are:

a. To find out and describe the types of politeness strategies used by Donald Trump in his speech at *Namaste Trump* Event in India

b. To explain the way Donald Trump applies politeness strategies in his speech at *Namaste Trump* Event in India.

1.4   Research Significance

The result of this research can give a contribution both theoretically and practically. Theoretically, this research can give a theoretical contribution for the students of English department learning linguistics subjects, and the next writers. By doing this research, the writer can apply the linguistics knowledge especially the application of pragmatics in real situation, because this research can give them description about pragmatics in term of politeness strategies that are applied in their surroundings, and can be a reference for the next writers who have the same interest.

Practically, the results of this research can be useful as additional reference for students of English Literature department learning linguistics subjects, and the next writers in conducting research relate to topic in the same field. In addition, the results of this research can give the information about the important of politeness strategies in giving a speech.

1.5   Definition of Key Terms

 a. **Pragmatics** is another broad approach to discourse, it deals with three concepts (meaning, context, communication) that are themselves extremely vast and unwieldy (Schiffrin, 1994:190).

 b. **Politeness** is the term that use to describe the relationship between how something is said to an addressee and that addressee's judgment as to how it should be said (Grundy, 2000:164).

 c. **Face** is a property that all human beings have and that is broadly comparable to self-esteem (Grundy, 2000:156)

d. **Face Threatening Act (FTA)** is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other (Brown and Levinson, 1987).

e. **Politeness Strategy** is strategies that are used to minimize threats to self-image or face and to avoid face threatening acts that a speaker makes in a conversation (Brown and Levinson, 1987)

f. **Speech** is one medium to give comment, opinion and spirit to other people or listeners in formal or informal situation (Harendika et.al, 2011:29).

g. **Donald Trump** is an American politician, media personality, and businessman who served as the 45th president of the United States from 2017 to 2021. During his time as president, he often caused controversy in his speeches.

1.6 Organization of Writing

This research is divided into five chapters, those are:

Chapter I : This chapter consist of background of the research, statements of problem, research objectives, research significance, definition of key terms, and the organization of writing.

Chapter II : This chapter presents relevant theories or concepts that is being used in the research, such as the theory of

pragmatics, politeness, face, face threatening acts, politeness strategies, and speech.

Chapter III   : This chapter presents the description of research method conducted in this research to find out the types of politeness strategies used by Donald Trump and the ways he applied politeness strategies in his speech. This chapter consist of research design, source of data, technique of collecting the data, and technique of analyzing the data.

Chapter IV   : This chapter presents the research findings and discussion. In this chapter, the analysis of the data in line with the formulated research questions covers the analysis and the result of the study.

Chapter V   : This chapter presents conclusions and suggestions. The conclusions covers the result and discussion in Chapter IV, while suggestion gives advice for next writers who want to conduct similar type of research.