

# CHAPTER I

## INTRODUCTION

This study examines and explains about the negative politeness strategy and its sublimed factor of Trevor Noah in Trevor Noah's stand-up comedy Atlanta 27 February 2016. This chapter consists of research background, statement of problems, research objectives, research significances, definition of literary terms.

### 1.1 Research Background

In several language genre activities, as a regarded medium of communication, comedy language is something that makes people, excitement, humor, funny thing, and most importantly laugh. This essence of comedy is something not come suddenly or coincidence, it lies in structure and composition when entering the stage or show, such as stand-up comedy where the result is laugh. As regarded "that laughter at a stand-up routine signifies that the joke is funny, and the joke cannot be funny without it. A joke at which the audience smiles or nods its approbation is a failed joke; a joke at which the audience laughs is a good joke in proportion to its laughter. Perhaps, say, a comedian has been so successful (in his routine, in his career) that your laughter is indiscriminate" (Limon, 2000, p. 54). This behavior only indicates that you are the sort of audience inclined to find humor (not every audience is this unresentful) where it knows it to have passed before.

Moreover, in stand-up comedy, the narrative of comedy is being given directly by the comedian, commonly single person, even also in group but some occasions for group are roasting style trough language as the medium of communication. Language can be explained as an arbitrary communication in particular group of society. In this case is relevant to Todd (1987 p.6) argues that a language is a set of signals by which we communicate. In sociolinguistics, language has important role in determining the function of language itself in society as well as characteristics or distinguish between an individual with other individuals, a group with other groups, one region with other regions also one country with other

countries which are those are commonly being the form of stand-up comedy as the source of entertainment.

As recognition from determination, the status quo of language is relevant with the opinions with each other in speech who have access to codes and who for one reason of communication is a grammar which used by speakers, and they know that the system as knowledge of speakers who speak the same language.

As the activity communication is simply the act of transferring information from one place, person, or group to another. Every communication involves (at least) one sender, a message, and a recipient. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective, and unambiguous communication is extremely hard.

Following the statements above, stand-up comedy can be considered for the object of language studies, from its unique comedy as part of art serves language as cultural product in Politeness is one of the strategies used by someone to communicate with others to make him or herself looks good in front of others. This is in accordance with what Yule (1996 p. 67) stated that politeness is the ways used to show recognition of another person's face. By using politeness strategies, a person is right, and there is satisfaction in showing their politeness to others.

This statement came up because the comedy has space to be the medium of topic easy as water fluid yet still contain the critical idea. Moreover, the stand-up comedy cannot be considered as a monologue, it contains conversation even the feedback is laughing but still, it reveals the understanding. Therefore, the circumstance is based on the conversation.

According to Brown and Levinson (1987 p. 98) when we are in conversation, we are all motivated by two desires: (1) the need to be approved or

connected to others (positive face), and (2) the need to remain independent (negative face). The desires for positive face include the wish to be respected, to be treated as a member of the same group, and to be accepted by others. The desires for negative face include the wish to be freedom of action, to be imposed, and to be independent from others.

In the interest of the speaker Trevor Noah, he is public global figure comedian from South Africa, who has held stand-up comedy around the worlds, indeed the calculation of subscriber in his show “The Daily Show” can be consider gigantic influences and leader discourse of comedy and its language, as regarded 9,5 million subscribers in YouTube, and other popular media which segmentize himself as global comedian. In early information of his life, in 2002, Trevor Noah had a little part on a scene of the South African cleanser musical drama *Isipingo*. He afterward facilitated his possess radio appear Noah's Ark on Gauteng's driving youth-radio station, YFM. He dropped his radio appear and acting to center on comedy and has performed with South African comedians such as: David Kau, Kagiso Lediga, Riaad Moosa, Darren Simpson, Marc Lottering.

In deciding the object of stand-up comedy show of Trevor Noah in Atlanta 2016, There are several reasons which is very considerable upon the research are the show has simultaneous cultural jokes, racial jokes, stereotype jokes. Shortly the joke which shows in the video has more subtle within the world construction on crucial discourse in the global level threat attention. In almost an hour and half, the show is not only to celebrating laugh, yet insight, feedback, wisdom, and fundamentally awareness upon a conflict discourse.

Moreover, on the raise of his career, he also on the stage with universal comedians such as Paul Rodriguez, Carl Barron, Dan Ilic, and Paul Zerdin, and as the opening act for American comedian Gabriel Iglesias in November 2007 and Canadian comedian Russell Dwindles on his South African tour. Noah facilitated an instructive TV program, *Run the Enterprise* (2004–2006) on SABC 2. In 2007, he facilitated *The Genuine Goboza*, a gossip-themed appear on SABC and *Siyadlala*, sports appear too on the SABC. In 2008, Noah cohosted, nearby Pabi

Moloi, *The Astounding Date* (a dating gameshow) and was a *Entirely Come Moving* contender within the fourth arrangement. In 2009, he facilitated.

Thus, this interest determines to support by his impact of comedy that Noah has said of his comedic impacts, "The rulers are undeniable. Richard Pryor, Cosby; for me I didn't know of him some time recently I begun comedy, but Eddie Murphy changed my see on the thing and I unquestionably see up to him as a comedic impact. Chris Rock in terms of the cutting-edge dark comedian and Dave Chappelle. Those are the folks that have laid the establishment and have moved the measuring stick for all comedians, not fair Dark comedians" (Sangweni, 2020). Also following his style principle of doing comedy that "You ought to make my show. 'Make you appear. Make your best form of it.' I apply those lessons of Jon's to everything that I'm doing" (Sangweni, 2020, p. 81). Following from this reputation, it will have a big potential as an object of analysis and contribution of the research interest.

The interest of the research here is focus on negative politeness strategy which have ten parts, namely: be conventionally indirect, question and hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonalize speaker and hearer (avoid the pronouns "I" and "you"), state the FTA as general rule, nominalize, and go on record as incurring a debt or as not indebting hearer, and focuses on the factors that influenced Trevor Noah negative politeness strategy in Trevor Noah stand-up comedy Atlanta 27 February 2016 to use the negative politeness strategies. The interest was reasoned through the specific agenda upon the career and his stand upon dark comedy as content, as common assumption upon dark comedy is the uncommon on the stage, regarded ethic and law within society. The negative politeness strategy might be the good scoop to dig out and comedy has no limit context to make laugh, yet the dark comedy has its own challenge in breaking the barrier. The negative politeness strategy presumably has become a skill upon comedian, thus when it can be structured, a contribution of pattern to talk dark context is easy to learn and become the alternative medium to package value.

This research was inspired previously by Nurul Hidayati which the title “Verbal Humour Used in Comedian In Cars Getting Coffee Talk Show: “Just Tell Him You’re The President” this study was talked about humor as an intricate phenomenon. Therefore, the research about humor is still rare. For the second was provoked by Siti Hajar Martina on her thesis about “Politeness Strategies Used By Students In Efl Classroom Interaction At SMA Muhammadiyah 9 Makassar” a works from 2020 This research aimed to know politeness strategies used by students in EFL classroom interaction at SMA Muhammadiyah 9 Makassar and the most frequent politeness strategies used by students in EFL classroom interaction at SMA Muhammadiyah 9 Makassar. Finally for the last inspiration is rejoiced from Mega Selfia and Leni Marlina which study in the understanding of politeness techniques are methods that someone use to communicate respectfully. Politeness methods may be found in everyday life as well as on talk programs. The Hitam Putih talk show is one of Indonesia's most well-known and popular talk shows. The purpose of this article is to describe the many types of politeness tactics and the prominent politeness methods employed by Deddy Corbuzier during interviews, particularly when questioning guest stars.

Flowing the background above, the researcher signifies the interest as the title of research namely “Trevor Noah Negative Politeness Strategy in Trevor Noah Stand-Up Comedy Atlanta 27 February 2016”.

## 1.2 Statement of Problems

Stand of Comedy as the direct show of comedy contains a lot of language contextuality to be analyzed by pragmatic. The researcher tends to negative politeness strategy and its factor theories for categorizing Trevor Noah Stand-Up Comedy Atlanta 27 February 2016 to get its type. By the description above, this study will discuss the following problems:

1. What forms of negative politeness strategy are used by Trevor Noah stand-up comedy Atlanta 2016?

2. What are factors of negative politeness strategy in Trevor Noah negative politeness strategy in stand-up comedy Atlanta 2016?
3. How do the factors of negative politeness strategy influence Trevor Noah using the negative politeness strategy as comedy in the stand-up comedy Atlanta 2016?

### 1.3 Research Objective

The purpose of the research is to achieve a particular result. Based on the statement of problem above, the purposes of the following research, are as follows:

1. To identify the forms of negative politeness strategies used by Trevor in stand-up comedy Atlanta 2016.
2. To Identify the factors of politeness strategy in Trevor Noah negative politeness strategy in stand-up comedy Atlanta 2016.
3. To identify the factors that influence Trevor Noah in stand-up comedy Atlanta 2016 in using negative politeness as comedy in the stand-up comedy Atlanta 2016.

### 1.4 Research Significance

The result of the study is expected to bring theoretically and practically benefits:

1. Theoretically, the results of this study are expected to be useful for researchers especially for linguistic students and other people in general who want to know about the study of pragmatic. especially about using good language on comedy. improve the analysis of various types of politeness strategies.
2. Practically, the researcher hopes that this research can provide benefits or be a reference for other researchers, giving more knowledge to students who study special courses and generally to people interested in pragmatic learning, also for advancement entertainment industry directly comedy industry.

## 1.5 Definition of Literary Terms

As regarded to avoid misunderstanding, the study establish the understanding about the definition of literary terms, hereby as follows:

### 1. Politeness Strategy

Politeness theory, presented by Penelope Brown and Stephen C. Levinson, is based on the concept of politeness, which is defined as attempts to restore a person's self-esteem by effectively expressing good social ideals in social interactions. The sociological notion of face (as in "save face" or "lose face") is used to analyze civility as a response to reduce or prevent face-threatening behaviors such as requests or insults (Brown & Levinson, 1988, p. 22).

### 2. Negative Politeness Strategy

Negative politeness tactics stress avoidance of imposition on the hearer and are focused on the hearer's negative face. The danger of face-threat to the hearer is decreased by seeking to prevent imposition from the speaker. These methods assume that the speaker will impose on the listener, and there is a greater risk of awkwardness or humiliation than in bald on record and positive politeness strategies. It included that redressive action addressed to the addressee's negative face (Brown & Levinson, 1988)

### 3. Comedy

The understanding of comedy is considered as the realm and habitat of something funny and as the ignition and production of laugh, as the play of jokes, literature, play, presentation, film and so on. Hereby the comedy declared as the genre of cultural product in such a way of matter. As regarded the reference definition that comedy is professional entertainment consisting of jokes and satirical sketches, intended to make an audience laugh (Limon, 2020, p. 24).