CHAPTER I

INTRODUCTION

This chapter contains the background of this research that divided into several sections. The sections consist of the rationale for choose the object and topic, previous studies that became the reference of this research, the statement of problem, research objective, research significance, and also a brief explanation of the key terms in this research.

1.1 Research Background

Politeness is one of the essential attitudes that we need to apply in communicating and interacting with other people. We can use politeness to build good and harmonious relationships with other people or use it to show a good impression to others. Hamrakulova said in his journal, politeness is a practical application of manners (Hamrakulova). We can avoid offending others with our attitude, actions, or language by showing politeness. Politeness itself is conventional because something that is considered polite in a society results from mutual agreement.

The importance of politeness bring politeness became a rule in communication. Thus, politeness is included into one of the language studies (linguistics), namely pragmatics. Pragmatic studies focus on the meaning uttered by the speaker and interpreted by the hearer (Yule). Therefore, politeness requires the aspect of speaker's information in order to interpret what the speakers meaning.

The definition of politeness in linguistics differs from politeness in general. Politeness in linguistics refers to how speakers use language in conversation to show consideration for the interlocutor's feelings and desires to foster positive interpersonal relationships (Olmen). Some pragmatist believe that politeness is a fundamental motive that explains the apparent deviation from Grice's conversational maxim, which does not emphasize the importance of politeness in a conversation (Pfister). Lakoff mentioned in her paper that politeness is more important than clarity when trying to avoid offending others (Lakoff). Similar to Lakoff, Brown and Levinson also consider that politeness is an important thing in communication (Pfister). The realization of some pragmatist lead them to propose a set of politeness rules. The Politeness Principle, promoted by Geoffrey Leech, is one of the most well-known rules of politeness (Leech). Brown and Levinson initially proposed the politeness principle, but Leech perfected the theory (Yu and Ren).

Most of people have used the principle of politeness in their daily lives, whether consciously or unconsciously. Most of people use the principle of politeness to avoid misunderstanding or to offend the listener or the interlocutor in a conversation. Because politeness can be found easily in everyday life, it may appear trivial. However, if we take a look at it through the lens of linguistics, politeness becomes an interesting topic with broader knowledge. Knowing that politeness is an interesting topic for research, several researchers have made politeness the primary focus of their studies. These researchers brought this topic up for various reasons. Because we can easily find

politeness in our daily conversations or interactions and on the internet and television, as a result, researchers interested in the topic of politeness will have an easier time finding objects that they can use from anywhere. The researcher is also interested in bringing up the topic of politeness in this research.

This research concerns the application of the theory of politeness principles to objects. Because politeness is used and can be found in everyday life, including television broadcasts, this research will be an example of the use of politeness principles in the phenomena displayed by television broadcasts. One such phenomenon is the murder of Gabby Petito, which was discussed in interviews conducted by the team on the Australian television show 60 Minutes Australia, an Australian television report cases that publicly discussed cases from around the world.

Gabby Petito is a blogger who mysteriously disappeared while travelling around the world with her fiancé. This interview included members of the family as well as experts to uncover this case. The choice of the object of this research is based on the researcher's view that this object is interesting because it raises one of the murders that got much attention and was widely discussed on the internet last year. Even though this murder case can anger everyone who knows this case, especially the families and experts interviewed in this interview, some of the speakers in this object still comply with some rules of politeness. Because when we are faced with that kind of situation that can make some people lose control of their emotions, we tend to say impolite speech rather than polite speech.

In addition, because the speakers in this interview involved several women and men, this study can raise issues regarding the use of politeness rules by women and men. Therefore, this study aimed at the utterances of men and women on the object, this research can also reveal whether gender can affect the use of principle of politeness or not. Because women and men have different mindsets, there is a possibility that women and men have different points of view in the use of politeness. Therefore, this research tries to raise three problems in her research related to politeness: revealing the maxims of politeness principles used by men and women in interviews, how the pragmatic scale measures politeness spoken by men and women and also revealing whether gender have an influence in the use of politeness principle.

This research uses several previous studies as references to help write this research. As a starting point, consider the following previous studies: The first researcher who was interested in writing research on politeness principle was Mayamasita (2016), with the title of her research *Politeness principle as seen in the dialogue among characters on "Karate Kid"* (Mayamasita). In her research, Mayamasita examines the maxims of politeness principle used by the characters in the Karate Kid film and how the characters use these maxims. The results obtained by Mayamasita in her first research were that the researchers found that all characters used all the maxims in the politeness principle. Sympathy maxims dominate the use of maxims by characters in the film. While the results of the second problem, the researcher found that the characters showed their politeness by following the measurement of the pragmatic scale.

The second research was conducted by Hanafy (2017), entitled *A comparative study of maxim politeness between white and black Americans in "Men In Black" movie* (Hanafy). In his research, Hanafy examines three problems: knowing the types of maxims politeness used by the main character, violation in the use of maxim politeness by white and black characters, and the difference between politeness and impoliteness shown by the two main characters. From this research, Hanafy found that the main character used five of the six maxims of politeness principle, dominated with tact and agreement maxim. In addition, five maxims are violated by the two six characters. For the last problem, the researcher found that the two characters did not have much difference in politeness. Whereas in impoliteness, it violates modesty maxim white character praise himself with indirectness scale category, while black character praise himself with cost-benefit politeness scale category.

The third research was conducted by Kusworo (2011) entitled *Politeness Maxim in the Conversations Among People in Dukuh Kupang Surabaya* (Kusworo). In this research, (Kusworo) examines two issues: the realization of politeness among teenagers in Jalan Jarak Dukuh Kupang Surabaya and how their utterances comply with politeness principle. The results obtained by Kusworo, for the first issue, he found out that the use of politeness among the teenagers are depending on the intimate relationship with one another. The closer to each other, the more they will ignore the use of politeness. For the last issue, Kusworo found that only a few people use or apply the politeness principle.

Thus, the difference between this research and previous studies that mentioned before is that previous research focuses on politeness to different objects. For example, in previous research, the first object that this research used for reference is the characters in the film and how they use politeness. The second reference employs the object of white and black Americans to highlight the relationship between race and politeness. Meanwhile, in the third reference, what distinguishes his research from this research is that the data uses the local language (Javanese) instead of English and the researcher only focuses on the politeness principle. This research is not only reveal the maxims and measures of politeness used by men and women in interviews but also shows that some people can maintain their composure by still produce polite utterances when they heard, saw and faced a murder cases. In addition, this research shows which men and women dominantly use maxims and scales in interviews. As the researcher mentioned before, men and women have different thoughts and language preferences. Gender has an influence on the use of language because the function of social roles constructed by society and the social and cultural provisions in which they are located influence the use of language by men and women (Ambarita and Mulyadi). However, will this affect the use of politeness as well? Will gender influence the selection and consideration of the use of certain politeness principles? Therefore, this research shows the politeness principle and pragmatic scale tendency by speakers with their gender.

1.2 Statement of Problem

Politeness is very important for us to use it on every occasion, situation, and of course with anyone regardless of the differences we have with the other person. Thus, we need to know how to use politeness properly. The correct politeness will meet a politeness principle and in accordance with the politeness scale where the utterance spoken by the speaker has met the right level of politeness. To know this, we need to know the types that exist in the rules of politeness and the scale that will help measure the politeness of an utterance. In addition, some studies said that each gender has a different background aspect, such as the social stereotype that constructs the different use of language between genders that also can affect the use of politeness by each gender. Therefore to prove whether gender has something to do with the use of politeness, this research compare the use of politeness between men and women utterances in the *interview of Gabby Petito's story*. So, three problems in this study are disclosed to provide further understanding to the reader about politeness. Based on the background analysis, some problems have been identified as follows:

1. What types of politeness principle are used by the men and women in the interview of Gabby Petito's story?

2. How does the pragmatic scale measure the politeness principle used by the men and women in the interview of Gabby Petito's story?

3. How to prove whether gender influences in the use of the politeness principle used by men and women in the interview of Gabby Petito's story?

1.3 Research Objective

The research objective deals with the question of analysis above are:

1. To identify the types of politeness principles are used by the men and women in the interview of Gabby Petito's story.

2. To find out how does pragmatic scales measure the politeness principle used by the men and women in the interview of Gabby Petito's story.

3. To find out about how to prove whether gender influences in the use of the politeness principle used by men and women in the interview of Gabby Petito's story.

1.4 Research Significance

This research can give benefit the researcher and also the reader. The significance of this research is divided into two types, namely theoretically and practically.

1. Theoretically

The result of this research is expected to help add insight to the reader about politeness in the pragmatic field. Therefore, applying the theory of politeness principle and pragmatic scales by Geoffrey Leech in this research will show how to use politeness properly and show what correct politeness looks like. Moreover, the findings of this study will provide an understanding and enrich knowledge about the relationship between gender and the use of politeness by showing the comparison of the use of politeness by men and women.

2. Practically

This Politeness Principle research is expected to provide new insight, benefit, and knowledge to the reader, especially English department students and lecturers who learned pragmatically. This research can also help students and those people who want to do research about pragmatics, especially choosing the Politeness Principle as the main topic of their research. The future researcher can obtain information about Politeness Principle from this research. Also, with this research, the future researcher can compare their research and this research in analyzing politeness from any sources.

1.5 Definition of Key Terms

The following are definitions of some of the key terms that will be used in this study. The explanations below are used to avoid misunderstandings.

1. Pragmatics

The study of the meaning of an utterance communicated by a speaker or writer and interpreted by listeners or readers is known as pragmatics (Yule). Essentially, the study of the meaning behind the speaker's utterance and how the listener interprets the meaning of the utterance based on the context.

2. Politeness Principle

The politeness principle minimizes the expression of impolite beliefs and maximizes the expression of polite beliefs (Leech). There are six maxims in the politeness principle by Leech.

3. Maxim

Maxims are the basic principles of conversation or that underlie the use of cooperative, effective and balanced language (Levinson).

4. Pragmatic Scale

A pragmatic scale is a scale used to assess the politeness level of an utterance (Leech). According to Leech, there are five scales: the cost-benefit scale, the optionality scale, the indirectness scale, the authority scale, and the social distance scale. The object's politeness of speech will be evaluated using this pragmatic scale.