CHAPTER I
INTRODUCTION

This chapter shows the overview of the research. It provides the research background, problem statements, research objectives, research significance, definition of key terms, and organization of writing.

1.1 Background of Problem

People certainly consider their intention, or meaning before utter any sentences in any situation. To study this, pragmatics is the study of meaning in relation to speech situations (Leech 1983). Then, pragmatics discusses the speaker's context, goal, intention, time and place. The benefits of learning pragmatics are, able to analyze the implied meaning behind the speech, able to understand the intended or intention meaning of speaker, and also able to understand the types of actions when facing or interacting with various people. Thus, the basic understanding in pragmatics is language, meaning and context. Yule (2006) states that pragmatics examines the course of deixis, implicature, presupposition, speech acts, and politeness. This research will account regarding politeness.

According to Yule (1996), politeness probably consists ideas such being prudent, modest, and nice to other people. People frequently measure whether the person is polite or not by looking to the way he speaks and behaves. In pragmatics, the notion of politeness is belonging in the verbal communication. Thus, politeness considered as important aspect in interacting because it can make the hearer feel safe, comfortable, and pleased during the interaction. By being polite, speaker can build a good relation with the speaker, get a respect, and increase reputation. Leech (1983) argues that politeness is manifested in the way conversation which managed and structured by its participants, and also the content of the conversation. In politeness, there is a concept of face that referred to personal image of a person in public. This notion of face is important to consider in politeness.

Brown and Levinson (1987) proposes that face as a general public self-image divides into two facets, namely positive face and negative face. Birner (2013)

states that each person who possess positive face, will show their desire for interaction and solidarity with other person. Then, a negative face, will show the desire to be autonomous, in effect, to be left alone. Besides that, there's also FTA and FSA. FTA or Face Threatening Act is some utterances that represent a threat to another individual's expectancy, while FSA or Faces Saving Act is some utterances that lessen the possible threat to maintain other's self-image. There are several ways to protect, save, even threat the face, namely, politeness strategy.

According to Brown and Levinson (1987), politeness strategy as strategy is used for protecting or saving the positive and negative faces of interlocutor. On the other hand, politeness strategy is an act to prevent or to avoid disfiguration of hearer's face from FTA by speaker. People have to acknowledge that using strategies to minimize face threats to others (Wardhaugh and Fuller 2015). The politeness strategies also be required by people for speaking politely, so people may avoid a conflict during interaction, establish a good relation, and get respect, and increase a good reputation. The politeness strategies also be required by people for speaking politely in the society. Those are four kinds of politeness strategy that initiated by (Brown and Levinson 1987), first is bald on record, second is positive politeness, third is negative politeness, and fourth is off record.

Politeness strategy can be used in many areas, such as talk show. In this research, writer will employ Brown and Levinson's politeness strategy in the talk show. The reason of taking the politeness strategies on talk show as the topic of this research because in the talk show occur many kinds of politeness strategies that can be analyzed. Besides that, the application of politeness strategy by host and guest star is interesting to analyze. In this research, the writer chose Stephen Colbert and Keanu Reeves as guest star in The Late Show with Stephen Colbert as an object of this research because in this talk show, host and guest star used politeness strategies.

The Late Show with Stephen Colbert is American late-night show and liberal political satire show. This show is produced by Spartina Production and CBS Studios. This show is taped at the Ed Sullivan Theater, New York City. *The Late Show with Stephen Colbert* premiered in September 2015, and it initially struggled

in the ratings (Tikkanen 2022). This show has broadcasted in other country such as, Canada, Australia, India, Sri Lanka, Portugal, New Zealand, and Germany. This show also has broadcasted in YouTube with 9 million subscribers. This show won a 2021 Peabody Award. The host of this show is Stephen Colbert. He is comedian, writer, producer, political commentator, and host who polite, funny and well-intellect. Stephen always brings his signature satire and comedy in the stage. Stephen also won several awards such as, Grammy Award, Emmy Award, and Peabody Award.

Similar studies about analysis politeness strategies theory by Brown and Levinson have been done previously. Some of them were the first research was conducted by Fauzia (2019) from State Islamic University Sunan Gunung Djati Bandung entitled "Politeness Strategy in The Traditional Conversation of Buckingham Palace in The King's Speech Movie Script". The result on this research found that five of five sub strategy of Bald-on record, nine of fifteen positive politeness sub strategies, four of ten negative politeness sub strategies, and nine of fifteen off record sub strategies appeared in the movie script.

The second one was employed by Martina (2020) from Muhammadiyah University of Makassar entitled "Politeness Strategies Used By Students in EFL Classroom". The result of this research found five bald-on record strategies and sixteen positive politeness strategies in student's utterance. Thus, the data showed that positive politeness strategy was the most frequent used in EFL classroom interaction by students.

The third one was done by Abitza (2021) from Islamic State University Sulthan Thaha Saifuddin Jambi entitled "Analysis of Politeness Strategies Used by The Main Character in Home Alone 1". The result on this research indicated that the main character in Home Alone 1 used Negative Politeness dominantly in the movie. The reason negative politeness strategy was most used in this film because it more polite, and also in this film the main character frequently had a talk to strangers.

The last one was performed by Nurfalah, (2022) from State Islamic University Sunan Gunung Djati, Bandung, which titled "Politeness Strategies Used by Donald Trump in His Speech at Namaste Trump Event in India". In the research found 44 data of Politeness Strategies used by Donald Trump's speech at Namaste Trump event in India. From the results, it indicated that positive politeness strategy was the most used strategy by Donald Trump in his speech. There were 29 positive politeness strategies used by Donald Trump. Then, it was followed by negative politeness strategies. There were 14 negative politeness strategies. The last was bald on record strategy which the least strategy used by Donald Trump in his speech at Namaste Trump event in India. There was only one utterance of bald on record strategy.

The research gap between previous research above and this research is the object to analyze, although there is similarity between this research and previous research mainly the topic of discussion (politeness strategy) and statement of problem. First, those previous researches employed Politeness Strategy theory by Brown and Levinson, and this research also employs it. Second, those previous researches attempted to find out types of politeness strategy, while in this research, writer also attempts to find out it. The different is the object to analyze. Four of the previous research was performed by using movie script, EFL Classroom, main character on the film, and Trump's speech as the object. While in this research, writer employs Talk show as an object. Thus, the title of this research is "Politeness Strategies Used by Stephen Colbert and Keanu Reeves in The Late Show with Stephen Colbert".

1.2 Statement of Problem

Based on the background of the problem, it can be formulated into the research questions as follows:

a. What kinds of politeness strategies are used by Stephen Colbert and Keanu Reeves in The Late Show with Stephen Colbert?

b. How do Stephen Colbert and Keanu Reeves apply politeness strategies in The Late Show with Stephen Colbert?

1.3 Research Purposes

Based on the formulation of the research question in statement of problem above, the researcher is intended:

a. To identify the kind of politeness strategies used by Stephen Colbert and Keanu Reeves in The Late Show with Stephen Colbert.

b. To explain how politeness strategy applied by Stephen Colbert and Keanu Reeves in The Late Show with Stephen Colbert.

1.4 Research Significances

This research is expected to give contribution and to provide benefits theoretically and practically:

1.4.1 Theoretically:

a. The research finding and discussion are expected to enrich the comprehension understanding of politeness strategies

b. This research is expected to enrich the study of pragmatics, especially in politeness strategy.

1.4.2 Practically:

a. This research is expected to be used as a reference for students of English study program who intend to analyze politeness strategy.

b. The researcher hopes they can apply the strategies of politeness in their daily conversation to the appropriate context.

1.5 Definition of Key Terms

a. Pragmatics: According to Yule (1996), that pragmatics is the study of speaker meaning and contextual meaning.

b. Politeness: Lakoff (1975) defines that politeness is developed by societies in order to reduce fraction in personal interaction.

c. Face: Thomas (1995) states that face is every person's sense of self-worth or self-image; this image can be harmed, maintained, or damaged through interaction.

d. Politeness Strategy: According to Brown and Levinson (1987), politeness strategy is a set of strategies used to lessen threats to one's self-image (face) and to prevent a speaker from FTAs in a way that will put the hearer's face in threat.

e. Bald on record: According to Brown and Levinson (1987) state that bald on record strategy is a strategy used for doing FTA to state something clearly.

f. Positive politeness: According to Brown and Levinson (1987), positive politeness redress positive face of the hearer.

g. Negative politeness: Brown and Levinson (1987) state that negative politeness is a redressive action addressed to the interlocutor's negative face: his want to be unrestricted and his attention unimpeded.

h. Off record strategy: Off-Record strategy is a strategy of doing FTA indirectly in order to avoid responsibility after doing it

1.6 Organization of Writing

This research will be divided into five chapters, those are:

Chapter I   : This chapter will elaborate the introduction of this research. It consists of the background of problem, statements of problem, research purposes, research significances, definition of key terms and the organization of writing.

Chapter II   : This chapter will present of theoretical foundation. It will examine the theory employed in the research, such as the theory of pragmatics, theory of pragmatics, theory of face, and the theory of politeness strategy.

Chapter III   : This chapter will explain regarding methodology that employed in this research. It consists of the research design, the source of data, the technique of collecting, and the technique of analyzing data.

Chapter IV   : This chapter will discuss the finding data from the object and the analysis of data with the theory employed in this research.

Chapter V   : This chapter consists of conclusion and suggestions. The result of the research will be concluded become two conclusions.