

CHAPTER I

INTRODUCTION

This chapter covers research background, statement of problems, research objective, research significance, and definition of key terms.

1.1 Research Background

Politeness in communication can be seen in language procedures that adhere to the community's cultural norms. According to Asmah (1996: 88), politeness is defined as the use of everyday language that does not annoy or offend the listener. She lists several obstacles that must be overcome in order to speak politely. Paying attention to the social roles of the actors, the setting, the title of the conversation, and adapting the rules of speech to the actual situation are all examples of proper politeness.

Politeness involves taking account of the feelings of others, as with linguistic politeness, it is the use of language to attend to face needs to maintain smooth interaction and good relationship. In discussing about of politeness, Leech explained that politeness language basically have to pay attention to the six maxims of the politeness; there are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

Politeness maxims are linguistic rules in lingual interactions that are used to facilitate relationships by minimizing the potential for conflict and

resistance in human activities and that occurs when people communicate with each other.

The application of politeness is needed in everyday life, especially when speaking in public such as giving a speech. According to Zainal (2022: 37), to make a good speech is one way to know the background of the audience who will be listening to the speech. The audience will listen and receive information that will be conveyed by the speaker, therefore the speaker must speak politely, especially when discussing sensitive topics, such as about religion. One example is a YouTube video entitled *What It's Like to be a Muslim* from the TED channel delivered by a Muslim woman named Dalia Mogahed.

Muslim people as a minority society in certain countries are discriminatory. According to Kettani (2005) in Firdaus (2019), Discriminatory treatment of Muslim minorities in various countries has been a long-standing issue. The dilemma they face is uncertainty in deciding whether to join the current political system or to remain Muslim and be bound by Allah's rules wherever they are. They also have identity issues as a result of these two options. Each choice has risks, like it or not, must be borne by minority Muslims.

What happened in a country where Islam is a minority religion is becoming the focus of this study. This negative view will continue to increase if there is an inappropriate use of words/sentences expressed during a speech delivered by a Muslim (especially if Islam is a minority religion).

In this case, this study focuses on analyzing the utterances that delivered by speaker in online media to avoid misunderstandings due to intimidation by the language problems used from a YouTube video entitled *What It's Like To Be A Muslim In America* by Dalia Mogahed uploaded on the TED channel.

The expression presented by Dalia about how to be a Muslim in a minority religion is very much needed and is considered a rebuke that can be conveyed well to the general public (who are not Muslims). In this speech, some words are softened and/or made more meaningful. These words are related to language and among them is the language that discusses politeness contained in the theory of pragmatics. So, here the writer will analyze the uses of politeness maxims that expressed by Dahlia Mogahed in her speech about life as a Muslim in America.

To know this study deeply, the theory of politeness is used in this research under the title "Politeness Maxims in TED Video: *What It's Like To Be A Muslim In America* by Dalia Mogahed". In this research, the maxim of politeness is discussed in the video speech delivered by Dalia Mogahed on the TED YouTube channel. The object of the study is to analyze what types of politeness principle maxims uttered by the speakers are found in that video which has quite sensitive topics.

For consideration in this study, some of the results of previous studies are needed to complete this research. The first study is the journal written by Hilman Pardede, Herman, and Widya Pratiwi (2019) with the title "An

Analysis of Politeness Principle Maxims Found in Big Hero 6 Movie". This study aims to analyze various maxims of politeness principles maxims are found in the Big Hero 6 movie and uses a qualitative descriptive method. The result is there are six politeness principle maxims found in Big Hero 6 movie as Leech theory and tact maxim is the kind of politeness principle maxim that is mostly found in Big Hero 6 movie.

The second study is a journal written by Asep Solihin, Junita, and Sary Sukawati (2019) with the title "Analisis Kesantunan Berbahasa pada Novel "Me and My Heart" Karya Eva Riyanti Lubis". This study aims to describe the use of politeness in the language novel entitled "Me and My Heart" by Eva Riyanty Lubis and the method used is the descriptive method. The results of the study it was concluded that the novel did not fulfill the six maxims of politeness in language according to Leech.

The third study is a study titled "Politeness Maxim of Main Character in Secret Forgiven" by Sang Ayu Isnu Maharani (2017). This research focuses on the maxim used by the main character. The main character in the drama Secrets Forgiven are two women, they are Kirsten and Kami. This study is a qualitative study that emphasizes library research. The result of this study is all types of six politeness maxims are performed by the main character.

The fourth study is a study titled "Representative Acts In Dalia Mogahed's Speech "What It's Like To Be A Muslim In America"" by Fakhriyah, Rohmah, and Kurjum (2022). This study aims to investigate

various kinds of representative acts performed in Dalia Mogahed's speech entitled *What It's Like To Be A Muslim In America* and to analyze the Islamic values that may be contained in the speech. This study uses qualitative methods, the data of the current study were collected by searching and watching speech videos on Youtube and downloading the videos and the speech transcripts. The results show that Dalia's 111 utterances were identified as representative acts.

The gap between those previous studies and this research is the difference in object selection. The first previous study used a movie as the object of research, the second and third previous studies used a literary work in the form of a novel in their research, and the fourth previous study had the same object with a different topic, namely about Representative Acts. Whereas in this study, writers utilize online media and make a video on YouTube as the object of research and use one of the materials in pragmatics, which is about Politeness.

1.2 Statement of Problems

Politeness has various types when it is used in communication. A good communication that runs smoothly will definitely involve a good way of communicating, one of which is by using politeness as written by Leech (1983) that there are various types of politeness. The focus of this research is discussing the politeness maxims in a video entitled *What It's Like To Be A Muslim In America* by Dalia Mogahed uploaded on the TED channel.

Dalia Mogahed is a motivator for Muslim women who live in America as a minority among the non-Muslim majority. It seems that to express and talk about Islam in a country like that is not an easy thing for Dalia. This study will focus on how the speech by Dalia Mogahed in order to express how to become a Muslim in America. The problem in this study will be described in the following questions:

1. What types of politeness maxims uttered by Dalia Mogahed are found in TED Video: *What It's Like To Be A Muslim In America?*
2. What factors caused the politeness maxims applied by Dalia in TED Video: *What It's Like To Be A Muslim In America?*

1.3 Research Objective

1. To identify types of politeness maxims uttered by Dalia Mogahed in TED Video: *What It's Like To Be A Muslim In America.*
2. To analyze the causes of the use of politeness maxim applied by Dalia Mogahed in TED Video: *What It's Like To Be A Muslim In America.*

1.4 Research Significance

Based on the explanation of the background, research problems, and research objective above, the research is expected to increase the understanding about linguistic studies, especially pragmatics. The benefits of this research are as follows.

1. Theoretically, this research is expected to advance information relevant to pragmatics, concerned with politeness maxims in the speech. This research focuses on the field of pragmatics study regarding Leech's theory about politeness maxims. By studying the maxims of politeness, readers are expected to use influential languages to avoid communicative disputes or violations and maintain harmony in communication.
2. Practically, the results of this research aim can provide insight and findings that can be used to further explore the topic for students who are interested in conducting further research on the politeness principle, especially politeness maxim.

1.5 Definition of Key Terms

To avoid misunderstanding of specific terms use in this study, the definition of key terms are as follows:

1. Pragmatics : Pragmatics is define as concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. *Pragmatics is the study of speaker meaning.* (George Yule, 1996:3). In this study refers to pragmatics that stated by Yule.

2. Politeness : In accounting for politeness, Penelope (2017) says that politeness in communication is something that is at the core of social life and interaction, so politeness is considered very important for maintaining social relationships, because it is a prerequisite for human cooperation in general.
3. Politeness Principle : According to Leech (1983), the Politeness Principle (PP) is an obstacle observed from human communicative behavior that influences to avoid disputes or communicative violations and maintain harmony in communication. 'Communicative discord' is a situation in which meanings have been communicated in order to achieve mutually incompatible goals
4. Politeness Maxims : Language politeness is a matter of showing awareness of the dignity of others in language, both when using spoken and written language. To apply politeness in conversation, Geoffrey Leech proposes politeness principles as a way to explain how politeness operates in conversation. There are six maxims of politeness according to Leech's theory; Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. (Leech, G: 1983)
5. Factors of Politeness : According to Leech (1983), variation in age, gender, social class, and locality will all have a potential impact. So it can be concluded that many factors influence people to be polite such as social class, age, gender, and context of situation. Dyatmawan (2016)

stated that the context of the situation consists of the participants, the setting or social context of the interaction, the topic, and the function.

