

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is a communication tool that is used in everyday life to interact. Language is not only required a particular human environment, but also needed in public life. The use of language is the same for every nation and has the same goal which is to express a thought to others. Through the language, humans can convey ideas, feelings, desires, and so forth to others. Language plays an important role in our lives, namely as a communication tool. In line with previous description, language as a communication tool is used as a means of delivering a message to one person to another, from the speaker to the hearer, and from the author to the reader. Through language, humans interact convey information to others.

Furthermore, Linguistic is a study of human language including the units, nature, structure, and modification of language. Each human language is a complex of knowledge and abilities speakers of the language to communicate with each other, to express ideas, emotions, desires, and all the other things that need to express. The branches of linguistic consist of phonetic, phonology, morphology, syntax, semantic and pragmatic. Pragmatic is a branch of linguistic that studies about meaning of utterances based on the context. Moreover, pragmatics is one of the linguistic fields that studies how people comprehend and produce a communication of a speech act in a concrete speech situations which is usually a conversation.

According Adisutrisno (2008:63) pragmatics is study of utterances meaning. The Sentences which used in communication and also the study of meaning in language interaction between a speaker and hearer. From the explanation above, we conclude that pragmatics not only based on textual but also its relation in how to speech act can be

understandable with the speaker and hearer. So they need rules which control or guides the way they speak, Grice (1989:24). Therefore, Pragmatics studies also cooperative principle in communication that proposed by Grice. In addition, pragmatic is the study how language is used and how language is integrated in context. Pragmatic examines how people communicate and understand more than literal meaning of words or sentences when they speak, write or gesture or in more general terms, when they interpret and produce utterances. In pragmatics, the people learn about meaning based on the context which communicated by a speaker or writer and interpreted by listener or reader.

Politeness is an interaction can be defined as the means employed to show awareness of another person's face. It means that politeness can be interpreted as a way to honor the face or self-image. In performing speech acts, politeness is a concept important to be raised so that the image yourself or speakers impressed either and also maintain the image of another person or addressees to be respected. Discussing about being polite or impolite, one must relate to the politeness strategy. Politeness appears naturally in every conversation and other face to face interaction. In case of communication, the speakers will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. It means that not only speaking in fine linguistics but also considering other's feeling are important. In other word, speaking politeness involves taking account of the other's feeling and being polite person means that he should make others feel comfortable.

Being polite is complicated matter in any language. It is difficult to be learned because it involves understanding not only the language but also the social and the cultural values of the community. Language cannot be separated from the community who use it. Moreover, using language must be appropriate with the social context of the speaker. Politeness can be defined as a means employed to show awareness of another person's face.

According to Brown and Levinson (1987) there are four types of politeness strategies that summarize human behavior: Bald on Record, Negative Politeness, Positive Politeness and Off-Record-indirect strategy. In addition, the writer's interested to analyze politeness strategies in the "Sing Film" focuses on positive politeness strategy. The significances of politeness strategies in communication do not only occur in the real society. Those can also be found in the forms of literary works such as novels, movies and dramas. They are as the imitation and portrayal of social life.

Sing is a 2016 American 3D computer-animated musical comedy film produced by Illumination Entertainment. It is directed and written by Garth Jennings. The film is about a group of anthropomorphic animals that enter a singing competition, hosted by a koala hoping to save his theater. The film includes more than 60 songs from famous artists and also has an original song by Stevie Wonder and Ariana Grande called "Faith," which was nominated for a Golden Globe. It screened on the Toronto International Film Festival on September 11, 2016, premiered at Microsoft Theater on December 3, 2016 and was released in the United States on December 21, 2016, by Universal Pictures.

The researcher chose to analyze a character to get many kinds of positive politeness and its purpose. After the researcher watched the movie, she found some conversation between one character to other characters that can be analyzed by politeness strategy, especially positive politeness strategy. Based on the explanation above, the researcher is interested in doing research entitled **"AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES FOUND IN SING FILM"**.

1.2 Identification of the Problem

Pragmatic problems do not only occur in daily conversation, but also in the dialogues found in a movie. It is important to learn more about pragmatics since it enables people to understand that through this subject, one can talk about people's implied meanings, their

assumptions, purposes, and the types of actions that they are doing when they speak. The study of language used in a movie can be seen from the characters, supported by their circumstances and the employment of their language.

Therefore, the dialogues among the characters in a movie become an interesting object to be studied. From the language used, the researchers found related aspects are politeness. This problem becomes interesting aspects to be discussed because the characters need to be polite in order to create effective communication. According to Brown and Levinson (1987: 66), politeness theory is based on the concept that people have social self-image. A sense of self-image is also known as the "face". They further explained that faces referring to the social image of himself that everyone expects to confirm for himself.

The research was taken from the Sing film scripts as the source of data which has been analyzed. It is chosen because positive politeness strategies are done in speaking, and some of the strategies in film is interested and challenging to be analyzed. There were positive and negative politenes found in pragmatics. Here, the researcher choose the positive politeness as the case to be analized for the research. There are mentioned of four main types of politeness strategies, they are: bald on-record, negative politeness, positive politeness, and off record.

In the positive politeness strategies there are fifteen types that will be analyzed in the Sing movie. There are notice/attend to hearer, exaggerate, intensify interest to the hearer in the speaker's contribution, use in groups identify markers, seek agreeemnt, avoid disagreement, presuppose/raise/assert common ground, joke,assert/presuppose speaker's knowledge of and concern for hearer's intention, offer's promise, be optimistic, include both speaker and hearer in the activity, give or ask for reason, assume of assert reciprocity and give sympathy to heaarer.

1.3 Focus of the Problem

In this research, the researcher focused on the positive politeness strategies in the characters in Sing movie. It was found that there are fifteen types of positive politeness strategies proposed by Brown and Levinson. They are; Notice, attend to hearer (his or her wants, interest, needs and goods), Exaggerate (interest, approval, sympathy with the hearer), Intensify interest to the hearer in the speaker's contribution, Use in groups identity markers, Seek agreement, Avoid disagreement, Presuppose/ Raise/ assert common ground, Joke, Assert/ presuppose speaker's knowledge of and concern for hearer's intention, Offer, promise, Be optimistic, Include both speaker and hearer in the activity, Give or ask for reason, Assume of assert reciprocity, Give sympathy to hearer.

1.4 Research Questions

Based on the limitation of the problem study above, the problems of this research can be formulated as the following questions:

1. What kinds of positive politeness strategies found in the dialogue on "Sing" film?
2. What are the purposes of positive politeness strategies used by the character (Buster) in "Sing" film?

1.5 Objective of the Research

Based on the formulation of the problem above, the purposes of this research are:

1. To find out the kinds of positive politeness strategies in the dialogue on "Sing" film.
2. To identify the purpose of positive politeness strategies are used by the characters in "Sing" film.

1.6 Significance of the Research

This study is useful for the following parties :

1. The Researcher

This research will be useful for the researcher since the study is concerned with linguistic, the discipline which the writer is learning. This study is expected to improve the writer's knowledge in understanding the politeness, especially the positive politeness strategies behind the natural conversation.

2. The Lecturer

The researcher hopes this research could help the lecturers to motivate the students especially for students of English Study Program at FKIP UIR to improve their knowledge about politeness and make students interested in pragmatics.

3. The English Department of Islamic University of Riau

This study is useful for the English Department of Islamic University of Riau since it can add the collection of the literature on the way of analyzing politeness strategies.

4. The Next Researcher

This study can be used as a reference for the students who want to conduct the similar study.

1.7 Assumption

Based on the formulation of the research, the writer assumed that there will be found several types of positive politeness strategy such as spoken by all characters in Sing film.

1.8 Definition of Key Terms

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable meaning of the key terms. Some terms are defined as follows:

1. Analysis: Is a study of planed complex of procedure to decide the quick the most efficient order for carrying out the procedure. Sudjiman (1986 : 26) said that analyzing means to analyze or to explain in detail literary work elemen which purpose is to understand the unity as whole elements.
2. Politeness Strategies: The strategy is used to minimize the face threatening act (FTA) that a speakers makes.
3. Movie is a series of still or moving images. It is produced by recording photographic images by camera, or by creating images using animation techniques or visual effects. Movies are cultural artifact created by spescific cultures, which reflect those cultures, and in turn, affect them. Movie is considered to be an important art form, a source of popular entertainment and powerful method for educating or indoctrinating citizens.
4. Sing is an American 3D computer-animated musical comedy film produced by Illumination Entertainment. It is directed and written by Garth Jennings. The film is about a group of anthropomorphic animals that enter a singing competition, hosted by a koala hoping to save his theater.

1.9 Grand Theories

In analyzing the politeness strategy the researchers used the politeness strategies by Brown and Levinson (1987). There are four types of politeness strategies which are described by Brown and Levinson that summarize human behavior: bald on record, negative politeness, positive politeness and off record.

1.10 Research Methodology

1.10.1. Method of the Research

The design of this research use qualitative research. Qualitative research is the research that dispose using analysis with qualitative approach. According to Rugaiyah (2016:6) :

“Penelitian deskriptif kualitatif merupakan bagian dari penelitian kualitatif. Deskriptif kualitatif merupakan metode yang digunakan untuk membedah suatu fenomena di lapangan. Penelitian deskriptif kualitatif adalah metode yang menggambarkan dan menjabarkan temuan di lapangan. Metode deskriptif kualitatif hanyalah memaparkan situasi atau peristiwa. Penelitian dengan metode ini tidak mencari atau menjelaskan hubungan, tidak menguji hipotesis atau membuat prediksi. Penelitian deskriptif kualitatif merupakan suatu prosedur penelitian yang menggunakan data deskriptif berupa kata-kata tertulis atau lisan dari orang-orang dan pelaku yang diamati”.

Based on the ideas above, the researcher concluded that the focus on qualitative research. In this analysis there are no numbers in interpret the data. In this research, the analyze conduct by using the descriptive method, because in this research describe any information by gathering the utterance that were uttered by the characters in Sing movie.

1.10.2 Source of Data

The data is taken from Buster utterances related on positive politeness strategies. And the source data is the film script Sing as the source of the data. The duration of this movie is 1.47 minutes (one hour and forty seven minutes). The data of this study was taken from the internet website.

1.10.3 Instrument of the Research

The research instrument used is documentation technique. The data for this analysis is taken from all characters' utterances. According to Rugaiyah (2016:23) :

“Kajian dokumen merupakan sarana pembantu peneliti dalam mengumpulkan data atau informasi dengan cara membaca surat-surat, pengumuman, iktisar rapat, pernyataan tertulis, kebijakan tertentu dan bahan-bahasan tulisan lainnya. Penggunaan dokumen ini

berkaitan dengan apa yang disebut analisis. Cara menganalisis isi dokumen ialah dengan memeriksa dokumen secara sistematis bentuk-bentuk komunikasi yang dituangkan secara tertulis dalam bentuk dokumen secara objektif”.

According to Guba and Lincon (2005), documentation is a source data that used to complete a research whether in writing, film, picture, and monumental works that gives information for the process of the research.

1.10.4 Data Collection Technique

Data collection technique in a research is a part of methodology research. Moreover, according to Putra (2014:37), data collection techniques is the researcher's ways in collecting data from samples, informants, as well as of the object. Therefore, documentation is used in collecting data. Data collecting method is the method that is used to collect or to get data.

In this research, there were several steps in collecting data. They included:

1. Downloading the sing film and its script.
2. Watching the film while reading the script and take some notes to construct the analysis based on the data obtained.
3. Collecting data by finding the characters utterances in the film script
4. Selecting utterances of the characters that contains with politeness strategy.

1.10.5 Data Analysis Technique

The researcher will select the film from the script and then classify the data based on the classification of politeness strategy and analyze the factors of politeness strategy spoken by the characters in the film. According to O'Connor and Gibson (2003:65), there are many components to this type of analysis and they include organizing the data, finding and organizing ideas and concepts, building overarching theme in the data, ensuring reliability

and validity in the data analysis and in the findings, finding possible and plausible explanations for findings, and an overview of the final steps.

While, Miles and Huberman (1992:10) propose three stages in analyzing qualitative research data. They are :

1. Data reduction.

Data reduction refers to process of selecting, focusing, simplifying, abstracting, and transforming the data.

2. Data display.

In the second stage, the researcher organized and discussed the speech of all characters based on the positive politeness strategies.

3. Conclusion drawing and verification.

The researcher analyzed the words of the characters based on Brown and Levinson theory.