

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Life as humans who need each other to socialize and interact used a tools that unite an interaction in order to understand each other, namely Language. Language is the way we communicate with each other as social beings. From this explanation we can assume that language is a combination of several words that becomes sentences and when someone pronounce the sentence, it becomes information to communicate with each other. language is also a tool to express feeling and interact with society life. Language can provoke people, persuade people, make people smile, make someone sad with language, that is how the language works.

Communication occurs in almost daily activity and it is not only as a communication to each other, but also it uses in social aspects such as one's relationship with others, family, religion, politics, economics and culture. communication is used to provide information to each other from the speaker to the hearer. messages conveyed through language to someone can also be called communication. to be successful in communication and make people need to consider the language as well as the context, we need politeness strategies to make a communication run well and to keep someone's feeling.

Politeness strategy is one of communication strategy which emphasizes the polite words and actions. Politeness is an act of having or showing good manners or respect for other people. We would find politeness in any situation, especially in our daily life, because politeness is an act which could make people will be judged whether they have good personality or not. In linguistic field, politeness is the part of the language system that using the verbal communication. Politeness Strategies are strategy to save someone's face in communication. According to Brown And Levinson (1987: 68-71) "have divided the politeness strategies according to how much the speakers and hearers minimize the threat when they are having conversation." It means politeness can make a people to avoid saying something like swear words, rude words, taboo words, and so on in their communication. Brown and Levinson say that politeness is the way male and female characters

saying things toward another character's feeling in order to keep cooperation in the work by showing good intention and consideration (Brown and Levinson, 1987). The usage of Politeness strategies are to understand, avoid misunderstandings, and to save the hearer's face. There are many factors in interacting. According to Brown and Levinson (1978:71-83) "The factors are divided into three. Those are payoffs, the circumstances and the integration of imposition of the payoffs and weighting the risk in the choice of strategies." It means there are many factors that influence someone choose their strategies.

In communication to know how politeness works, we can also see it on television, social media, or film. Film is media that can show a something entertaining with a good story, a nice picture, and the culture in the film. Film can also be called as movie which is including stories that have pictures, and sounds. Nowadays, Watching movie is a one of the favorites hobby. People use their free time to watch movie in XXI or Home. One of the great film in 2019 is Aladdin. According to <https://www.imdb.com/title/tt06139732/> the rating by 147.201 IMDb users have given a weighted average vote of 7,1 / 10 . So, it means Aladdin movie give a good movie to audience and great film in 2019. Aladdin is American musical fantasy film produced by Walt Disney Pictures. it is a live-action adaptation of Disney's 1992 animated film of the same name, which is based on the eponymous tale from *One Thousand and One Nights*. Aladdin released on May 24, 2019

Aladdin movie is the funny-sentimental-inspirational story of a poor "street rat" who comes into possession of a magic lamp and a magic carpet, summons a big blue Genie (Will Smith), and embarks on a scheme to win the heart of a princess and stop an evil vizier from stealing the kingdom away from the heroine's dad. There are at least two potentially good and somewhat original takes struggling get out of this remake and assert themselves. One is the story of how the Genie bonds with Aladdin or Prince Ali (Mena Massoud) and tries to secure his own freedom without breaking any Genie/Master rules. The other is about the princess, Jasmine (Naomi Scott), who's not merely a spirited feminist who enjoys disguising herself as a peasant and hanging with the commoners, but seems ready to agitate for representative democracy if nudged in the right direction. *Aladdin* movie gives a

good story and run well through a communication from each cast. From the cast conversation in Aladdin movie we can see a politeness strategies show by the three main characters. The three main characters were chosen because they appear most often in this film, namely Aladdin or Prince Ali (Mena Massoud), Princess Jasmine (Naomi Scott), and Genie (Will Smith). This film has a communication in the dialogue to make this film run well matching to the story line, so each cast has the types using politeness strategies. For every politeness strategies they use, there must be a factor influencing them in choosing their politeness strategies.

1.2 Identification of the Problem

Based on the background above, I identify the main problem that there are factor influencing the main character of Aladdin movie using their politeness strategy. To clarify the main problem, politeness strategies is the best way to avoid misunderstanding in conversation. Politeness Strategies also make a good relationship and to have good communication with society.

1.3 Limitation of the Problem

To make the research more specific, focused, and not too large, I limit the characters that I choose, because the three main characters are important role in the plot of movie, and the frequency of appearance. The three main characters are Aladdin or Prince Ali, Genie, and Princess Jasmine. The utterance that main character produce may occur a politeness strategies. I use theory Politeness written by Brown and Levinson (1987) to analyze the data and use theory Sociological Variables written by Brown and Levinson to find the factors influence the choice of politeness strategies that used by three main characters.

1.4 Formulation of the Problem

Based on the assumption above, the research problem is formulated in the form of research questions, as follows:

1. What are the types of politeness strategies use by the three main characters in Aladdin movie?
2. What are the factors influencing the choice of politeness strategies use by the three main characters in Aladdin movie?

1.5 Objective of the Research

1. To figure out the types of politeness strategies by the three main characters in Aladdin movie?
2. To figure out the factors influencing the choice of politeness strategies used by the three main characters in Aladdin movie?

1.6 Benefit of the research

This research is expected to provide benefits for them whom are interested in politeness strategies, and help other researchers to provide information needed in other research about the use of politeness strategy. I believe that this research gives a more benefits for the reader, to get information and understand about the use of politeness strategies.

1.7 Methods of the Research

The research is conducted through a qualitative approach and use the Brown and Levinson (1987) theory on politeness as its theoretical framework and for the analysis of the data obtained with an analysis on what types of politeness strategies and factor that influencing the main characters choose their strategies. The data for the analysis are from the video Aladdin movie that have been downloaded and script text from <https://u.subscene.com/>.

The steps that I take for the analysis are 1.) downloading the movie from <https://123movie.nu/> 2.) Downloading the subtitle from the Internet, 3.) Print out the script of movie which consisted of subtitle, 4.) Watching the movie, 5.) Matching the utterances in the movie with the script of movie. 6.) Classifying excerpts which contain of politeness strategy 7.) Classifying the politeness strategy of utterances by using Brown and Levinson's theory of politeness strategy, 8.) describing the intention of utterances from the data by using Brown and Levinson's theory of politeness strategy, 9.) Describing the factors that contribute to the choice of politeness strategies, and 10.) Making the conclusion based on the data.

1.8 Systematic Organization of the Research

This writing of term paper uses paper organization. I organize it into four sections that consist of four chapters, as follows:

Chapter 1 : INTRODUCTION

Chapter one explain about the background, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research, about the politeness strategies used by the three main characters of *Aladdin* movie

Chapter 2 : FRAMEWORK OF THE THEORIES

Chapter two consists of the theories about Pragmatics, Politeness strategies theory by Brown and Levinson (1987)

Chapter 3 : POLITENESS STRATEGIES USED BY THE THREE MAIN CHARACTERS OF *ALADDIN* MOVIE

Chapter three examines and analyzes the data in order to answer the research questions. I figure out the types of politeness strategies and factors that influence the three main character chose their strategies.

Chapter 4 : CONCLUSION

Chapter four consists of the conclusion on the analyses of the complete study.

The chapters above are followed by references, scheme of the research, research poster, curriculum vitae, and other required attachment.