CHAPTER I

INTRODUCTION

1.1   Background of the Problem

Language has an important role in life. Humans cannot communicate with each other without the presence of language. Humans are social creatures. Humans cannot live without help from others. Therefore, with language, humans can use it to ask for help, give ideas and ask for something. Communication uses to talk with friends, family, co-workers or boss with different utterances. Communication is done with two or more people done verbally which can be done with each other. Good communication is communication that can be understood by listeners. In addition to verbal communication, communication can also be done with gestures or body movements. Communication can be found in daily activities and social aspects such as, family, school, organization etc. In order for communication to run smoothly, we need politeness strategies to create good communication and not offend feelings between one another.

Politeness is part of the pragmatic. It is a branch of linguistics that uses verbal communication. Politeness is a form of action of good manners or etiquette towards others. We will find politeness in any situation, especially, in conversation. According to Yule (1996:60), politeness, can then be defined as a means used to show awareness of the face of others and can be achieved in situations of distance or social closeness. It means, showing awareness to other's face when having social distance is often described in terms of respect while showing awareness to other people's faces when socially close is often described in terms of friendliness, friendship, or solidarity. There are several aspects that can be known in social interactions such as educational background, age, position, etc. We must choose words that are appropriate for the listener in communication.

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, to avoid misunderstandings and establish good relationships in social interaction use good words in conversation. From the

explanation above, the writer decides to observe and analyze the application of politeness strategies. The writer wants to show how politeness works in film. Film is a communication medium that regulates audio visual to convey messages to the audience.

Nowadays, movies are very popular from various backgrounds, such as children, adults, and even parents. One of the films with the most viewers of all time, *Avengers: Endgame*. The film, which was aired last year, made a profit of 2.8 billion USD and the largest audience in the world. According to *https://www.imdb.com/title/tt4154796/,* accessed on March 17, 2020, 667,987 users rated it a total of 8.5 / 10. With this, *Avengers: Endgame* is one of the best films of this period. *Avenger: Endgame* is a fantasy or sci-fi film distributed by Marvel Studios and distribution by Walt Disney Studios Motion Pictures. *Avengers: Endgame* was released on April 24, 2019. Avengers' film that has been released, *Avengers* (2012)*, Avengers: Age of Ultron* (2015)*, Avengers: Infinity War* (2018*).*

Avengers: Endgame Movie is a sequel to the fantasy or sci-fi sequel from *Avengers: Infinity War*. Previously, Thanos (Josh Brolin) has collected 6 infinity stones eliminate half the population of the universe by snapping his fingers. Some superhero disappear into dust After Thanos (Josh Brolin) snapping his fingers. In this sequel, after Thanos, an intergalactic warlord, breaks up half the universe, the Avengers must reunite and regroup to revive their destroyed allies and restore balance. *Avengers: Endgame* presents a good flow and the ending is very unpredictable. From the *Avengers: Endgame* player's conversation, we can see the politeness strategy shown by the the main characters. These main characters have been chosen because they appear dominantly in this film, namely, Iron Man (Robert Downey, Jr.), Captain America (Chris Evans), Hulk (Mark Rufallo) and Ant Man (Paul Rudd). The film has communication in each story line so that it runs well and each character uses a politeness strategy. Every politeness strategy is used. There are factors that increase them in using the politeness.

1.2   Identification of the Problem

Based on the background above, the writer assumes there are factor influencing the main characters of *Avengers: Endgame* movie using their politeness

strategy. To resolve the main problem, politeness strategy is very helpful to avoid misunderstanding in conversation and to have a good relationship in society.

1.3   Limitation of the Problem

The limitation of problem in this research is to the main characters and theory. The main characters that the writer chooses are Captain America, Iron Man, Hulk and Ant Man. The writer uses theory politeness strategies by Brown and Levinson to figure out the type of politeness strategies and sociological variable theory by Brown and Levinson to figure out the factors influence the choice of politeness strategies that used by the main characters.

1.4   Formulation of the Problem

1. What kinds of politeness strategies used by the main characters of *Avengers: Endgame* movie??

2. What are the factors that have influenced the main characters using politeness strategies of *Avengers: Endgame* movie?

1.5   Objectives of the Research

1. To figure out kinds of politeness strategies used by the main characters in *Avengers: Endgame* movie.

2. To figure out the factors that have influenced the main characters using politeness strategies in *Avengers: Endgame* movie.

1.6   Method of the Research

This study uses qualitative approach and descriptive method. According to Sheman and Webb as cited in W. Ahsan (2015:32), qualitative approach is concerned with meaning as they appear to, or are achieved by persons in lived social situations. It means qualitative approach is an approach that is seen directly without using calculations by data or number.

The data source is taken from the *Avengers: Endgame* movie transcripts, by downloading it through *https://yts-subs.com/subtitles/avengers-endgame-english-yify-157995*. Data used for this research are all dialogues performed by the

main characters as mentioned before, which are Captain America, Iron Man, Hulk and Ant Man. The data analysis for this research is as follows: 1) watching the movie; 2) classifying quotes that contain politeness strategies; 3) classifying the utterances of politeness strategies by using the theory of Brown and Levinson politeness strategies; 4) describe the utterance of the data using the politeness theory of Brown and Levinson strategies; 5) explains the factors that contribute to the choice of politeness strategy; 6) make conclusions based on data.

1.7 Benefit of the Research

Politeness is useful in daily activities. In social interaction, politeness makes effective and ethical communication. Besides that, politeness can create good communication relationships between people. This research is expected to benefit readers who are interested in politeness strategies. The readers can gain more understanding of what politeness is and be able to apply it in daily conversation.

1.8 Systematic Organization of the Research

In order to give clear organization of the research and as guidance for the readers to understand the whole study, the paper organization is explained as follow:

CHAPTER 1 : INTRODUCTION

Chapter one explains about the background of the problem, identification of problem, limitation of problem, formulation of problem, objective of the research, method of the research, about the politeness strategies used by the main characters of *Avengers: Endgame* movie.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

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

CHAPTER 3   : POLITENESS STRATEGIES USED BY THE MAIN CHARACTERS OF *AVENGERS: ENDGAME* MOVIE

Chapter three examines the data in order to answer the formulation of the problem in chapter one. The writer figures out the kinds of politeness strategies and factors that influence the main characters chose their strategies.

CHAPTER 4   : CONCLUSION

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

ENCLOSURES   : ATTACHMENTS

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