

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Research

Human and language is a unity that could not be separated. Through language, people could deliver their idea, information and opinion to others. Without the use of language, it seems impossible for people to interact and communicate with others. When people decided to say or do something, they already thought about the ways and choice of words, which were used during conversation. They always want to have a conversation that runs well and goes smoothly because by having a good conversation, they can maintain a good and close relationship with others. Conversation is one of the ways to interact with others. In interaction, people must notice the attitude to avoid misunderstanding between the speaker and the hearer. These strategies are also known as politeness strategies.

Politeness is very important principle in language use. Politeness is a form of social interaction, a form that mediated between the individual and the social beings. In this case, the politeness was not only for one group of society, but also for everyone in all conditions and situations, who was used language as his/her tool to communicate in daily conversation in order to make a good social interaction among them. Politeness could be defined as the means employed to show awareness of another person's face. In this sense, politeness could be accomplished in the situations of social distance or closeness. According to Wang (2010:121), speakers have to be able to choose various communicative strategies to maintain a good relationship between both interlocutors and they also need to apply strategies to construct a good conversation. In fact, when people would like to say or do something, they are not aware of their attitude. When someone talked to their friends, family or someone else, they did not think about the words, which were used during conversation. It was making the conversation not run well. It meant that the conversation could not be successful during conversation because the hearer could not catch what the speaker wanted and meant and also there was

misunderstanding between both of them. Sometimes the hearer felt uncomfortable with the way, which was used by the speaker. It was making a bad relationship between the speaker and the hearer.

As stated by Brown and Levinson (1987:66), a politeness theory is based on the concept that people have a social self-image. Politeness plays a role to care about another self-image and itself image. This sense of self-image is also known as “face.” The theory of “face” itself was developed in 1987 by Brown and Levinson. They state that people use various politeness strategies to protect the face of others when addressing them. Politeness must be looked lively when people communicated with other, because it was making the conversation run well. People must keep self-image and people’s self-image to keep a relationship between them.

In situations where a face-threatening act (FTA) could arise, the politeness strategy used will be depending largely on how close the relationship between the speaker and the hearer. In communication, people must keep their attitudes to other because it was related to face. For example, when students talk to her lecturer, they must use more polite the words and ways. It was different when people talked to their friends or people who had the same power. In this case, politeness can be accomplished in the situations of social distance or closeness. Furthermore, Brown and Levinson (1987) state that there are four politeness strategies which a speaker uses when dealing with FTA to the hearer. They are bald on-record, positive politeness, negative politeness, and off-record. Each strategy is used differently depending on the situations.

Politeness phenomena do not only occur in daily conversations, but also in the dialogues found in a movie. As one example of entertainments media, movie is a mass medium which illustrates a certain story by moving pictures. Movies, similar to literature, present actions, images and words replicating life. The writer chooses a movie as the object of this research since it can be a medium to show the social interaction of people real lives. Thus, movie enables people to observe how languages are used. In this case, the writer chooses a movie as the data source of this study.

In this study, the focus is to observe and to analyze the use of politeness strategies in the movie entitled *Little Women* Movie. The writer chooses the movie because it contains the formal and informal language which is used in the daily conversation. It shows many utterances that are used by the main characters using politeness strategies. Through the daily conversation, the writer analyzes utterances of the main characters so that the research questions can be answered. Thus, this movie also provides examples of how politeness strategies are used in a social context. Specifically, *Little Women* Movie tells about the lives of siblings from the March family after the civil war in the United States that took place in the 1860s. They are Meg, Jo, Amy, and Beth. These four siblings have the talent and interest to be artists. When growing up, they have different principles and fates, including love.

The four main characters that the writer choose from the movie are Emma Watson, Saoirse Ronan, Florence Pugh, Eliza Scanlen. They are selected because they mostly involved in the conversation. *Little Women* Movie is a 2 hours romance movie adapted from a novel by American writer Louisa May Alcott (1832-1888), published in two volumes in 1868 and 1869. The original *Little Women* Movie was released on December 25, 2019, to welcome Christmas 2019. The film directed by Greta Gerwig has succeeded in displaying a warm, honest, and sincere story on the big screen. This time, *Little Women* took her to the Oscar 2020 stage, and won 6 Oscar nominations for the Best Picture, Best Adapted Screenplay, Best Original Score, Best Costume Design, Best Supporting Actress for Florence Pugh, and Best Actress for Saoirse Ronan.

The writer analyzes politeness strategies applied by the main characters in *Little Women* Movie because a movie can be a good medium to study other languages and the cultures. Through a movie, people can know about the cultures of the places and people where the movie take place. In addition, it can help English learners especially as the English Department students who study sociolinguistics and pragmatics, especially politeness strategies. Moreover, the writer found out that politeness strategies are important and also interesting to be explored. Therefore, the study is done by classifying the politeness strategies as shown by the four main

characters in Little Women Movie which influence the main characters in applying the politeness strategies in their conversation.

## **1.2 Identification of the Problem**

Based on the background previously stated, the identification of problem in this topic is the writer analyzes the utterances which contain politeness strategies used by Meg March, Jo March, Beth March and Amy March, based on Brown and Levinson's theory.

According to the identification of problem, it can be assumed that politeness strategies used by Meg, Jo, Beth and Amy March which cannot be analyzed perfectly. In this movie, sometimes there is similar situation that reflect same strategies. So, the repetition may occur in the study although the writer has striven to avoid it.

## **1.3 Limitation of the Problem**

In this research, the writer analyzed Politeness Strategies in Little Women Movie . The analysis would be based on the conversational data related with the main characters in Little Women Movie utterance. The writer focused on the four main characters, they are Meg, Jo, Beth and Amy March. The research is emphasized on the use of politeness strategies which is based on Brown and Levison's theory that classifies the strategies into bald on-record, positive politeness, negative politeness, and off record.

## **1.4 Formulation of the Problem**

I conclude the formulation of the problem in this research become two formulation, that have to be observe and be analyze, there is the formulation of the problems;

1. What kinds of politeness strategies are used by Meg, Jo, Beth and Amy March in "Little Women" movie?
2. Which politeness strategies are mostly used by Meg, Jo, Beth and Amy March in "Little Women" movie?

## 1.5 Objectives of the Research

In order to be able to reach the purpose of the research, the analysis steps are conducted in the following ways:

1. To investigate what kinds politeness strategies used in the conversation of the main characters, Meg, Jo, Beth and Amy March in "Little Women" movie.
2. To investigate politeness strategies which are mostly used by Meg, Jo, Beth and Amy March in "Little Women" movie.

## 1.6 Methods of the Research

The method used in the research is a descriptive qualitative. Qualitative research is also an inductive approach to the preparation of knowledge using research and emphasize subjectivity and meaning of the experience for the individual (Brockopp, Marie T, Hastings – tolsma, 2000). It means that the ending of the research is only based on the writer's interpretation with the theories used.

It calls descriptive qualitative because this study describes politeness of the main characters in Little Women movie based on theory Brown and Levinson (1978). The data source in the transcript in one movie there is American movie with entitled English the transcript was taken through subtitle in <http://isubscene.xyz/>. The writer analyzes the data by interpretation since the data are forms of politeness that are used by main character in this movie. The steps that the writer takes for the analysis: 1) The writer downloads the subtitle from <http://isubscene.xyz/>. 2) The writer confirms the subtitle to find politeness strategies using by main character Meg, Jo, Beth and Amy March in this movie. 3) When the data have been collected from the data source, the writer comes to data analysis. The approach that seems most purposeful in relation to the research questions of this study is politeness strategies. 4) The writer observes the data to find politeness strategies in script of movie and makes some notes to find some of politeness strategies used in this movie. 5) The writer makes the data categories into types of politeness strategies and makes conclusion from the politeness strategies.

## **1.7 Benefits of the Research**

There are several purposes of the research that can be helpful to the people. The research is hoped to be an able to help the readers to recognize the politeness strategies produced by each character (when it is used, how, who, to whom). This research is also useful to make people realize how important it is to converse without causing other interlocutors to feel uncomfortable. The research can be studied for linguistic students that studying about politeness strategies in order to be more understand how to analyze politeness study. The research can also be used as an example of how to analyze politeness strategies in the movie and could be seen as an alternative idea to teach English using movie as the medium.

## **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, and systematics organization of the research

### **Chapter 2 : FRAMEWORK OF THE THEORIES**

Chapter two consisting of fundamental theories containing definitions and elaboration of theories and ideas related to the politeness strategies by Brown and Levinson

### **Chapter 3 : POLITENESS STRATEGIES USED BY THE CHARACTERS OF LITTLE WOMEN MOVIE**

Chapter three consisting of the author's analysis on the ; examines and analyzes the data in order to answer the research questions.

### **Chapter 4 : CONCLUSION**

Consisting of the writer's conclusion of the research.