

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Communication is a social affair, usually taking place within the context of a fairly well-defined social situation. In such a context we rely on one another to share our conception of what the situation is. With people we know, rather than spelling everything out, we rely on shared understanding to facilitate communication. To know more about language in communication, one of the linguistics branches that discuss the relationship between language context in communication and the purpose of speech is pragmatics. Pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by the listener or (reader). According to Yule (1996:3), pragmatics is the study of speaker meaning, it means interpreting what people mean by their utterances rather than what the words or phrases might mean by them. Yule (1996:3) also defines that pragmatics is the study of contextual meaning, it means necessarily involves the interpretation of what people mean in a particular context, and how the context influences what it said. The contextual meaning requires a consideration of how speakers organize what they want to say following with who they are talking to, where, when and under circumstances. In other words, while talking the speakers must pay attention to the closeness or relationship distance.

In general, someone speaks using the context of closeness and relationship distance between the speaker and listener. If the relationship between the speaker and listener are close, they will use positive politeness strategies to get approval, if the relationship between the speaker and listener are far away, they will use negative politeness strategies to get approval. When communicating, the speaker or listener should pay attention to the politeness principle. Politeness is an important side in the behavior and interaction of humans. Politeness also involves the use of language when communicating through oral or written. It is about the whole attitude that affects humans in their life. Through communicating, each speaker is interacting with other listener and it is necessary to maintain cooperate

to respect the face of the listener. There is a close relationship between pragmatics and the politeness strategies principle concept. The most influential politeness strategies principle theory is formulated by Brown and Levinson (1987), which states that the problem politeness principle strategies are one thing fundamental in pragmatics because politeness is a deep universal phenomenon of language use in a social context. According to Brown and Levinson (1987: 60), there are four main types of politeness strategies: (1) bald on- record, (2) negative politeness, (3) positive politeness, and (4) off-record (indirect). The focus of Brown and Levinson's theory of politeness strategies principle explains that politeness strategies are to save the face of the speaker and listener which consist of positive and negative. The positive face is the positive image that people have of themselves and desire to get approval. Meanwhile, the negative face refers to the basic demands of human rights to territory, private parts, and the right not to be disturbed.

According to Hornby (2006:950), a movie means a series of moving pictures recorded with a sound that tells a story, shown at cinema or movie. Movie or film is a term that encompassed individual motion pictures, the field of the movie as an art form, and the motion pictures industry. Movies are produced by recording images from the world with cameras, or by creating images using animation techniques or special effects.

According to BuzzFeed (Buzzfeed, 2021, para. 2), “Let It Snow” movie is an adaptation of a book written by John Green, Maureen Johnson, and Lauren Myracle. A group of teenagers in a snowy city with their own love stories when Christmas arrives. Tobin has a crush on his childhood friend, Angie / Duke, but he does not know how to tell her. Things get more complicated when Tobin believes that Duke has feelings for another man. Meanwhile, Stuart and Julie who spend the day together after a snowstorm seem to be getting closer. Dorrie tries to convince her best friend, Addie that her boyfriend will not break up with her.

Someone speaks using the context of closeness and relationship between the speaker and listener. In the whole movie, many statements are using negative and positive politeness strategies. This movie is interesting to discuss, we can see

an act of communication is carried out by speakers towards speech partners using actions to threaten politeness, positive and negative faces of the listener which expected to maintain politeness considering with the communication.

1.2 Identification of the Problem

According to the background of the research above, the identification problem in this research is on the characters in "Let It Snow" movie script when using the context of communication to avoid conflict, because consciously and unconsciously, the speakers use utterances that can prevent themselves from being humiliated by other characters, if that happens, then the self-image of the characters could be threatened.

1.3 Limitation of the Problem

Based on the identification of the problem above, I limit my research to talk about positive and negative politeness strategies by the characters in "Let It Snow" movie script. The positive and negative politeness strategies that appear in the movie will be analyzed according to the research theme. This research will focus on statements or utterances by characters containing positive and negative faces.

1.4 Formulation of the Problem

According to limitation of the problems above, the formulation of the problems of this research is as follows:

1. What are the statements reflecting the positive and negative politeness strategies in "Let It Snow" movie script?
2. What are the factors which influence the characters in "Let It Snow" movie script to use positive and negative politeness strategies?

1.5 Objective of the Research

Based on formulation of the problems above, the objective of this research is to answer research questions. To achieve this aim, I make several steps as follow:

1. To analyze the statements reflecting positive and negative politeness strategies by characters in “Let It Snow” movie script
2. To find out the factors which influence the characters in “Let It Snow” movie script to use positive and negative politeness strategies

1.6 Methods of the Research

I use qualitative approach to determine the data in the movie. According to Saryono (2010), qualitative research is the research to investigate, discover, describe, and explain the quality or features of social influences that cannot be explained, measured, or described through a quantitative approach. In this research, I use content analysis methods with analyzing movie transcript which aims to explain the variables of real symptoms or problems.

According to Fraenkel and Wallen (2007: 83), the definition of content analysis is a technique that allows researchers to learn human behavior indirectly, through its analysis communication. So, content analysis is technique for analyzing the meaning of the communication carried out by a human.

For the research object, I use the movie script as the research object to analyze the data. The data in this study are the statements uttered by characters that reflecting the positive and negative politeness strategies in “Let It Snow” movie script. “Let It Snow” movie script is written by Kay Cannon, and Victoria Strouse, directed by Luke Snellin. This movie was released on November 08, 2019.

The technique of collecting the data of this study is from “Let It Snow” movie script. In collecting the data, I use purpose sampling and I will take the following steps: (1) watching the movie and reading the transcript of the movie as a research unit; (2) determining the basis of thought using concepts and

theories from the which relate to the analyzed data; (3) giving marks in movie script which relate to the problem of the research; (4) classifying the data which relate to research theme; (5) analyzing and checking the data validity I have classified to prove my research theme; (6) concluding the research.

1.7 Benefit of the Research

This research is useful for those who are interested in pragmatics especially politeness principle strategies. This research has some benefits for the readers. In general, those who read this research will know the language use from the point of view of a spoken utterance, as well as the language from the situation in society. This research also has benefits in language politeness, where humans can use polite language and do not make mistakes or threatening someone's face while communicating. So, that communication is well-tied up.

1.8 Systematic Organization of the Research

The term paper has paper organization. I organize the term paper into four chapters as follows:

CHAPTER 1: INTRODUCTION

In this chapter, I explain about the background of the research, identification of the problems, limitation of the problems, formulation of the problems, objective of the research, methods of the research, benefit of the research and systematic organization of the research about the politeness strategies.

CHAPTER 2: FRAMEWORK OF THEORIES

This chapter is about the theories that I use. I use the theory of pragmatics, and theory of the politeness strategies as theoretical foundation to support this research.

CHAPTER 3: THE POSITIVE AND NEGATIVE POLITENESS STRATEGIES USED BY THE CHARACTERS IN “LET IT SNOW” (2019) MOVIE SCRIPT

In this chapter, I examine and analyze the data which are reflecting positive and negative politeness strategies by characters in “Let It Snow” movie script and the factors which influent the characters in “Let It Snow” movie to use positive and negative politeness strategies.

CHAPTER 4: CONCLUSION

This chapter consists of the conclusion on the complete study.

ENCLOSURES: ATTACHMENTS

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

