**CHAPTER 1**

**INTRODUCTION**

* 1. **Background of the Problem**

We use language as a tool to communicate. Language is very important, because through language we can inform someone about something that we feel and desire. Language has four important aspects; phonology, semantics, pragmatics, and syntax. From all of those, pragmatics is able for human to conduct research deeply about the relation between human and communication. In pragmatics, we can talk about people’s intended means, assumptions, purposes or goals when they speak. In the theory of pragmatics, there is a politeness which talks about face that is very important in the process of communication, because the hearer directly reacts to the speaker’s face. Face means the public self-image of a person. Face is very important in the communication process, because face can explain a person's feelings about his self-esteem and reputation. If there is someone who does not save the face of the other person, self-esteem and reputation of someone can be damaged by the other person at any time. According to Goffman (1967) in his book entitled *Interaction Ritual*. He is defined face as the positive social value a person in the communication that effectively claims for himself by others and assume that he has taken during a particular contact. So, we must save the other person’s face in the process of communication.

The concept of face is always used in the daily activity like in the process of communication. The concept of face is also used in the debate like presidential debate between Donald Trump and Hillary Clinton. Face has the meaning in the saying “to lose face”. Every participant in the social process has the need to be appreciated by others and the need to be free and not interfered with. There are two types of face; positive face and negative face. Positive face reflects to an individual’s need for his or her wishes and desire to be appreciated in a social context. Someone has a chance to be appreciated and accepted by others if they use positive face. If there is no positive face in the process of communication, someone will have a difficulty to be appreciated and accepted by others. Negative face reflects to an individual’s need for personal freedom, freedom from imposition, and the right to make their own decision. Through negative face, someone has a chance not to be disturbed by others. If there is no negative face in the process of communication, someone will be easier to be disturbed by others. According to Goffman (1955), Positive Face is the need to be appreciated and Negative Face is the need to not be disturbed. Face work that is aimed at positive face is called “solidarity politeness”; this kind of politeness is achieved by giving compliments. Face work that deals with negative face is known as “respect politeness” and can be achieved by not infringing another’s domain in the communication.

The writer will take a data from the script of the first presidential debate between Donald Trump and Hillary Clinton on 26th September 2016. The reasons why the writer chooses this debate are because this debate is very controversial, because Donald Trump is considered inappropriate to be a presidential candidate. According to the data which writer took from the Washington Post, it says that Donald Trump often does an acts that do not respect women and harass women like the incident that happened in 2005 where Donald Trump has a very obscene conversation about women, he is also racist regarding to the color of skin and religion especially Muslim. Another reason is Donald Trump, a businessman, who has no political experience, runs for presidential candidate against Hillary Clinton who has many political experiences such as United States Secretary of State, 2009-2013; Sworn In, United States Secretary of State, January 21, 2009; Senator, United States Senate, 2001-2009; Candidate, United States President, 2008; First Lady, President Bill Clinton, 1993-2001; First Lady, State of Arkansas, 1979-1981, 1983-1992. The reason why the writer chooses first presidential debate is because this debate can break a record as most-watched in U.S history. The number of viewers debate between Donald Trump and Hillary Clinton was able to defeat the number of viewers debate between Jimmy Carter and Ronald Reagan in 1980 with 80,6 million viewers. According to Nielsen, 84 million viewers watch this debate across 13 of the TV Channels that carried it live. Many people also watched this debate via live streams on the web. The viewers who saw this debate via live streaming on YouTube reached 2,5 million viewers and in other sites also reached million viewers. Besides that, the first presidential debate is the beginning of Hillary Clinton’s victory that followed by another victories in the second and final debates by doing FTA.

According to Brown and Levinson (1987) inspired by Goffman (1967), they say that in communication, we must maintain a self-image of both speakers, because each speech has the potential to threaten both of the speaker's face that called as FTA (Face Threatening Act). FTA is an act which challenges the face wants of an interlocutor. According to Brown and Levinson (1987) FTA may threaten either the speaker’s face or the hearer’s face and they may threaten either positive face or negative face.

United States presidential election debate between Donald Trump and Hillary Clinton hold three times. The first debate was held on 26th September 2016 at Hofstra University, Hempstead, New York. The second debate was held on 9th October 2016 at Washington University, St. Louis, Missouri. The third debate was held on 19th October 2016 at the University of Nevada, Las Vegas. The Washington Post says that Hillary Clinton is the winner in the first, second and third debates against Donald Trump, but overall the winner of this presidential election is Donald Trump. During the first presidential debate Donald Trump and Hillary Clinton are doing FTA and Some of utterances that spoken by both of Donald Trump and Hillary Clinton sometimes make both of them have to muffle their annoyed and anger face.

In the debate like the first presidential debate between Donald Trump and Hillary Clinton, FTA is happens and it is something that is needed, because by doing FTA a person can make the other person to admit his mistake, justify his allegation against the other person, clarify the current incident or issue that involves the hearer or the speaker, and dig more information about the other person. When the debate is ongoing, the speaker often refuses, criticizes, asks for more explanation about something, gives warning, teases, insults and even gives advice or praise to the other person who can threaten either the speaker’s face or the hearer’s face. But by doing it the speaker can maintain and strengthen his opinion in the debate so he can reach his goals. FTA is not always wrong in the communication process. If there is no FTA in the debate, the process of debate will not run smoothly, because if FTA does not exist then the speaker is unable to defend and defeat the interlocutor, because the speaker cannot refuse the opinion from the interlocutor who is able to make his opinion becomes weak.

* 1. **Identification of the problem**

According to the background of issue, identification of the problem that occurs in this research is Donald Trump and Hillary Clinton using FTA in the presidential debate. So, according to the identification of the problem, the assumption of this research is in the presidential debate video, Donald Trump and Hillary Clinton does FTA with a specific purpose.

* 1. **Limitation of the problem**

According to the identification of the problem, the limitation of the problem is on the utterance that has FTA based on the first debate presidential between Donald Trump and Hillary Clinton on 26th September 2016.

* 1. **Formulation of the problem**

According to the limitation of the problem, the writer formulates the problem into two.

* + 1. What are the types of Face Threatening Acts that used by Donald Trump and Hillary Clinton in the first presidential debate between Donald Trump and Hillary Clinton on 26th September 2016 ?
    2. What are the most frequently types of Face Threatening Acts that used by Donald Trump and Hillary Clinton in the First Presidential Debate between Donald Trump and Hillary Clinton on 26th September 2016 ?
    3. What are the purposes of Donald Trump and Hillary Clinton doing FTA ?
  1. **Objective of the research**

According to the formulation of the problem, the writer divides objective of the research into three.

* + 1. To find out the types of Face Threatening Acts that used by Donald Trump and Hillary Clinton in the First Presidential Debate between Donald Trump and Hillary Clinton on 26th September 2017
    2. To find out the most frequently types of Face Threatening Acts that used by Donald Trump and Hillary Clinton in the First Presidential Debate between Donald Trump and Hillary Clinton on 26th September 2017
    3. To find out the purposes of Donald Trump and Hillary Clinton doing FTA
  1. **Framework of the research**

In analyzing this research, the write uses the theory that support the analysis which is Politeness Strategies and Face Threatening Act (FTA) that has been stated by Brown and Levinson in 1987 which are face wants, negative and positive face.

* 1. **Method of the research**

This research uses qualitative method that use written data in the form of debate script that have been obtained and will be analyzed qualitatively by linking the theory with the data which already obtained with the example. The writer chooses qualitative method, because quantitative method cannot be used to express and understand some complex social facts in the form of variables. According to Cresswell (1944) a qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. According to Cresswell (1994) quantitative is an inquiry into a social or human problem, based on testing a theory composed of variables, measured with numbers, and analyzed with statistical procedures, in order to determine whether the predictive generalizations of the theory hold true. The differences between qualitative and quantitative are Qualitative method are the methods which are methods include focus groups, in-depth interviews, and reviews of documents for types of themes; text-based; unstructured or semi-structured response options. Quantitative methods are the methods which include surveys, structured interviews and observations, and reviews of records or documents for numeric information; number-based; fixed response options.

* 1. **Benefit of the research**

This research is very useful for all of the people in the process of communication especially about utterances that they talk about that threatens interlocutor’s face. Face threatening act is not always wrong in the communication process. Face threatening act is very useful if used in the debate because by using FTA the speaker can ask the interlocutor to acknowledge his mistake, dig up more information about something, justify the allegations, and clarify the issues that are happening. This research can also be a reference for students of English literature who have the same theme.

* 1. **Systematic organization of the research**

The writer organizes this research in four chapters which is explained as below

CHAPTER 1 : INTRODUCTION

In this chapter, the writer explains about background of the problem, identification of the problem, limitation of the problem, statement of the problem, objectives of the research, method of the research, and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

In this chapter, the writer describes the theories, concepts, and ideas of the experts which became the topic of this research and give examples on other theories.

CHAPTER 3 : FACE THREATENING ACTS IN THE FIRST PRESIDENTIAL DEBATE BETWEEN DONALD TRUMP AND HILLARY CLINTON ON 26TH SEPTEMBER 2016: A STUDY OF PRAGMATICS

In this chapter, the writer describes the relationship between theories, concepts, and ideas with data that already obtained.

CHAPTER 4 : CONCLUSION

In this chapter, the writer describes the results of research which answer the objective of the research and assumption that already mentioned in the chapter 1.