CHAPTER 1
INTRODUCTION

1.1 Background of the Problem

Communication is our important aspects as human to interact with each other in our daily lives. People will communicate to show their emotions, thoughts, and other things which is so important. At some moment, many speakers usually speak as they want without considering any contexts which can hurt the hearers' feelings. Especially, when the speakers want to ask about sensitive topics, such as religion, ethnicity, and others. In order to avoid that quarrel, speakers should be able to use an appropriate language in which the meaning can be successfully delivered, as well as an appropriate method for doing so. Whereas, it is so important to know which language is appropriate and which is not, as an instance in professional situation like when you have to work in office, you have to speak an appropriate language or you would be known as a rude person. Also, speakers should aware of the social situations involved. To conclude, it is obvious that speakers have to adjust their languages to fit the situation. Inappropriate language can cause many problems because the speakers are insulting the hearers. An appropriate language selection is closely related to politeness. Like it or not, we as a human being should be polite to other people in every situations.

Politeness demonstrates respect for other people. According to Brown and Levinson (as cited by Pratiwi, et al.: 2018: 24), politeness is "the process of conveying an utterance in the most polite way possible, which in this case is required to minimize conflict with others." In addition, understanding politeness factors is important for both the speaker and the hearer. Every language has a unique style of expressing politeness, thus people should be aware of these differences, especially English as a Foreign Language learners. According to Spolsky and Holmes (as cited by Marsih: 2010: 2), being polite means considering other people's feelings, hence being polite means creating a comfortable environment for others. Linguistically, being polite implies using language that is appropriate.

The appropriate speaking style in various communities are clearly quite different in a range of areas, according to Holmes (as cited by Marsih: 2010: 3). The phenomenon of linguistic politeness in several cultures is presented here. From one language to another, there may be differences in how individuals ask questions or even greet one another. A greeting that is appropriate in one country might not be suitable in another. For instance, a Chinese met his Germanic colleague, then he greeted, "Where are you going?" and his friends answered, "Of course, I'm going to the class. Why do you ask?". For the Chinese and Indonesian, the expression "Where are you going" is an informal and friendly greeting. For some European or western countries, it is an excessive curiosity, in proportion to Mulyana (as cited by Marsih, 2010: 4).

Based on the explanation above, I decided to do research in pragmatics. If we want to have so many friends in college, we have to be polite. Lastly, I choose *Spider-Man: No Way Home* because I love Marvel, their movies, their series, and their comics. This newest Spider-Man movie is amazing and talks about when the entire world knows about Peter Parker's secret identity. In desperate need of assistance, Peter turns to Doctor Strange to make the world forget he is Spider-Man. The spell goes horribly wrong, shatters the multiverse, and summons monstrous villains who threaten to destroy the world. I found that this movie provides an example of how positive politeness strategies are used to save the hearer's positive face because so many people come into Peter's universe and they have to cooperating with them.

1.2 Identification of the Problem

Based on the background of the problem above, my identification of the problem in this research is there are some utterances expressed by the characters are not explained clearly to get all the meanings, it is because of the differences circumstances and the employment of their language.

1.3 Limitation of the Problem

Based on the identification of the problem above, I would like to limit the focus on the positive politeness strategies only that found in *Spider-Man: No Way*

Home (2021) movie script with Brown and Levinson's politeness strategies. Also, the factors that influence the characters to use the strategies.

1.4 Formulation of the Problem

According to the limitation of the problems, I formulate the problem as follows:

1. What are types of positive politeness strategies expressed by the characters in *Spider-Man: No Way Home* movie script?
2. What are the factors that influence the positive politeness strategies of the characters in *Spider-Man: No Way Home* movie script?

1.5 Objective of the Research

Based on formulation of the problem above, the purpose of this research is to show that how to identify characters' utterances. In order to achieve this goal, the objectives of my research are:

1. To identify the types of positive politeness strategies expressed by the characters in *Spider-Man: No Way Home* movie script.
2. To identify factors that influence the positive politeness strategies of the characters in *Spider-Man: No Way Home* movie script.

1.6 Benefit of the Research

Based on objective of the research above, I expect that it will be beneficial for linguistic lecturers. This analysis can be used as an example of how to analyze positive politeness strategies in the movie and for sourcing them to teach linguistic, especially pragmatics. For the students who major in linguistics, this can be an additional knowledge to study pragmatics. Lastly, for the readers or other researchers who does not know about these strategies, it will be useful information or even guidelines to help them know more and so they can apply the strategies.

1.7 Systematic Organization of the Research

In accordance to the title of research above, the order of presentation is written as follow:

CHAPTER 1: INTRODUCTION

It consists of the background of the problem, identification of the problem, the limitation of the problem, the formulation of the problem, the objective of the research, benefit of the research, and the systematic organization of the research.

CHAPTER 2: THEORITICAL FRAMEWORK

It consists of some literature or references that related to positive politeness strategies and the factors as well.

CHAPTER 3: RESEARCH METHOD

It consists of time and location, research approach and method, research object and data, data collection technique, and data analysis technique.

CHAPTER 4: THE ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN *SPIDER-MAN: NO WAY HOME* (2021) MOVIE SCRIPT

It consists of an explanation and identification of the types of positive politess strategy and the factors in *Spider-Man: No Way Home* movie script.

CHAPTER 5: CONCLUSION

It consists of a conclusion of the previous chapters and the implications of the results being evaluated.