CHAPTER I

INTRODUCTION

1.1. Background of the Problem

Humans as social beings are expected to have a good influence on the surrounding environment. Language is the ability of humans to communicate with other humans using signs, such as words and gestures. In communicating, humans are expected to be able to use good and correct speech acts so that the meaning that is spoken is conveyed properly. By using correct speech acts individuals have the ability to exchange information freely, unbound by any restrictions. However, language serves a broader purpose beyond just transmitting and receiving messages. It enables people to assert, articulate beliefs, express emotions, request actions, and even decline offers from others.

Pragmatics is the study of how literal and nonliteral aspects of communicated linguistic meaning are determined by principles that refer to the physical or social context in which language is used. Huang (2007), following Levinson (1983, 2000), adopts the following definition of pragmatics: "Pragmatics is the systematic study of meaning by virtue of, or dependent on, the use of language. The central topics of inquiry of pragmatics include implicature, presupposition, speech acts, and deixis."

In pragmatics, politeness strategies are speech acts that express concern for others and minimize threats to self-esteem ("face") in particular social contexts. According to Cutting, 2002:45) in pragmatics, when we talk of "politeness", we do not refer to the social rules of behaviour such as letting people go first through a door. We refer it to the choices that are made in language use. Politeness means we use the linguistic expression that give people space and show a friendly attitude to them. Brown and Levinson (1987:22) define politeness as the way to convey utterance as polite as possible which in this case is needed to minimize conflict with others.

Brown and Levinson (as cited by Selfia and Marlina, 2016:19) state that politeness strategies are merely about "face". They argued that "face" is the public self-image that everyone wants to claim for themselves. Monreal (in Selfia and Marlina, 2016:19) adds that "face" is something that should be recognized and be respected in interactions. 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 is to explain that politeness strategies are designed to protect the face of the speaker and listener. This involves preserving positive and negative image of oneself. The positive face refers to the positive image that people have of themselves and the desire to get approval. The negative face refers to the basic demands of human rights, such as the right 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 refers to a wide variety of motion pictures, the art form of making movies, and the motion picture industry. Movies are created by capturing images from the world with cameras, or by using animation techniques or special effects to create images.

According to Inverse (Inverse, 2022, para. 2), Pinocchio (2022) movie is an adaptation of a book written by Carlo Collodi in 1883. Geppetto is the well-respected resident woodcarver of a small town in 1930s Italy. Geppetto, singing the first of the movie's charming songs in dedication to his son, adores the 10-year-old Carlo, who is the perfect son in every way. But a stray bomb kills Carlo, sending Geppetto deep into a liquor-induced depression. When a particularly strong wave of grief hits him on a rainy night while visiting his son's grave, Geppetto chops down the tree that grew from his son's pinecone and his own tears and carves it into a wooden puppet. Little does he know that a kindly Wood Sprite visits the puppet in the night to give him life, nor that the grumpy cricket living in the tree has been tasked to be the puppet's conscience.

In this movie, I found many utterances and statements which contained positive and negative politeness strategies. The context of closeness and the relationship between the characters makes this film interesting for discussion because we can learn more about pragmatics through the characters.

1.2. Identification of the Problem

Based on the background of the problem, the identification of the problem in this research is on characters in "Pinocchio" movie script. Everyone's understanding is different, therefore, there are misunderstandings when we communicate to each other that is why politeness strategies are always related to how humans use language in life. In the Pinocchio movie scripts, of course, the using of utterances or statements based on the use of language in real life, so that positive and negative politeness strategies can be found.

Using the context of communication to avoid conflict by the characters of the Pinocchio film script is the identification of the problem in this research, because the speakers in this movie script consciously or unconsciously use utterances that can threaten themselves and their interlocutors when communicating.

1.3. Limitation of the Problem

Based on the identification of the problem above, I limit the problem in this research, namely regarding the positive and negative politeness strategies used by characters in Pinocchio movie script. The positive and negative politeness strategies contained in the film script Pinocchio will be analysed according to the research theme. Utterances and statements that contain positive and negative politeness strategies are the focus of this research.

1.4. Formulation of the Problem

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

1. What are the types of politeness strategies that reflect positive and negative politeness strategies used by the characters in Pinocchio movie script?

2. What are the factors which influence the characters in the Pinocchio movie script to use positive and negative politeness strategies?

1.5.   Objective of the Research

Based on the formulation of the problem above, the objective in this research is to answer the questions above. To achieve this aim, I two steps as follows:

1. To analyze the types of politeness strategies that reflect positive and negative politeness strategies used by the characters in Pinocchio movie script.
2. To find out the factors that influence the characters in Pinocchio movie script to use positive and negative politeness strategies.

1.6.   Benefit of the Research

The result of this research is expected to give some significance, theoretically and practically. Theoretically, the result of this research should be used as extra knowledge to advance our understanding of linguistics, particularly in the field of pragmatics. The result of this research is expected to be practically helpful to other researchers who plan to study both positive and negative politeness strategies.

1.7.   Systematic Organizations of the Research
CHAPTER 1: INTRODUCTION

It consists of: Background of the Problems, Identification of the Problems, Limitation of the Problems, Formulation of the Problems, Objectives of the Research, Systematic Organization of the Research.

CHAPTER 2: FRAMEWORK OF THE THEORIES

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

CHAPTER 3: RESEARCH METHODS

This chapter consist 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 AND NEGATIVE POLITENESS STRATEGIES USED BY THE CHARACTERS IN PINOCCHIO (2022) MOVIE SCRIPT

In this chapter, I analyze the positive and negative politeness strategies used by the characters in Pinocchio movie script, and the factors that influence the characters in Pinocchio movie script.

CHAPTER 5: CONCLUSION

This chapter consists of an evaluation of the previous chapters and the implication of the evaluated result