CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Language is the means used by people to communicate with each other and to express their emotions and goals in communication. As social beings, humans must use language to communicate with one another on a daily basis. People will be unable to communicate with one another and will be unable to express their feelings, ideas, and opinions to others without the use of language.

The quality of language that is used in communication is determined by how well the speaker and interlocutor convey their message. The good use of language in communication involves conveying messages in a clear and understandable manner to the interlocutor. According to Archia (2014:2), when people use language to communicate with others, 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.

Language consists of spoken language and written language. In spoken language, people use their mouths to make recognized sounds which is a kind of communication. In written language, communication is constructed from multiple vocabulary words that are arranged to create a meaningful and understandable sentence, which is poured into written form.

Through the study of linguistics, we can analyse spoken language and written language such as YouTube videos, novels, movie scripts, and any literary works. We can use a certain linguistic approach to analyse it. As a researcher, I am interested in analysing the use of spoken language in YouTube videos. I use linguistic approach that is pragmatics. Pragmatics is the study that focuses on elements of language and meaning use which depend on the speaker, interlocutors, and other context of speech.

People must be aware of and pay attention to the way they speak when creating and using language in communicating, because there will be misunderstanding if they are not aware of and pay attention to the way they speak when using language in communication. According to Martina (2020:1), politeness is an important side in behaviour and interaction of human. The way to avoid misunderstanding between speakers in communication is to use politeness, because politeness is an important aspect of communication. By having politeness in communication, we will develop and maintain social relationships.

Politeness do not only exist in daily interactions, but can also be displayed in the form of interactions on talk shows. As we all know, there will be interaction between the host and the guests on a talk show. When the host and the guests interact, they use many utterances to communicate each other which show politeness.

According to (Wikitubia Website, n.d.), HiHo Kids is a YouTube channel from America. This channel shows many varieties of videos such as Kids Meet, Kids Try, Kids Design, Kids Style and more. Kids Meet is a video series in which various children meet people from all over the world with various medical conditions, jobs, and stories. This video is shown on the HiHo kids YouTube channel. Many children have become well-known as a result of the series. One of them is the twin children; they are Helena and Ethan. Ethan is a boy and Helena is a girl. Ethan is usually seen with his glasses on, and Helena usually seen with her hair tied up. Helena and Ethan do not fight often and are extremely friendly with one another.

Based on the explanation above, I choose the research topic "Positive Politeness Used by The Twin Children and The Guests in *Kids Meet* YouTube Videos (2018-2020)" because I am interested and sure that there must be positive politeness strategies used by Helena, Ethan, and also the guests in *Kids Meet* videos when communicating with each other, because the guests are not close to these twin children and also the twin children are not close to the guest.

1.2. Identification of the Problem

Based on the background of the problem, I identify that there is a gap of age and different backgrounds between the twin children (Ethan and Helena) as the talents of HiHo with the guests they meet in *Kids Meet* who are adults which makes each other need an understanding between the language use in their utterance. In the language use, children tend to stick to their native tongues because of various limitations in language use they know. Then, adults need to adjust the use of their language when they talk to children because of the limited language use that children have.

1.3. Limitation of the Problem

Based on the identification of the problem, I limit my research on analysing the positive politeness according to Brown and Levinson (1987) in the utterances used by the twin children (Helena and Ethan) and the guests in various videos in *Kids Meet* which reflects positive politeness.

1.4. Formulation of the Problem

1. What are the utterances used by Helena, Ethan, and the guests classified as positive politeness in the *Kids Meet* videos?

2. What are the factors influencing the use of positive politeness by Helena, Ethan, and the guests in the *Kids Meet* videos?

1.5. Objectives of the Research

1. To describe the utterances that are using positive politeness by Helena, Ethan, and the guests in the *Kids Meet* videos.

2. To explain the factors which influencing the use of positive politeness by Helena, Ethan, and the guests in the *Kids Meet* videos.

1.6. Benefit of the Research

This research is expected to benefit students of English Language and Culture Department, particularly those interested in linguistics, by providing insights and knowledge in pragmatics. This research is also expected to be useful for people who are curious about how to use positive politeness when conversing with others, particularly when it comes to conversations between children and adults. Furthermore, this research is expected to assist future researchers by serving as a reference for their research in linguistic.

1.7. Systematic Organization of the Research

I organize this research into five sections that consists of five chapters to make it easier to understand, as follows:

CHAPTER 1: INTRODUCTION

This chapter explains about the background of the problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objectives of the research, the benefit of the research, and the systematic organization of the research.

CHAPTER 2: THEORETICAL FRAMEWORK

This chapter consists of some theories by experts that will support this research. The theories are about pragmatics, context, politeness strategies, factors influencing the use of strategies, and Previous of related studies.

CHAPTER 3: RESEARCH METHOD

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

CHAPTER 4: POSITIVE POLITENESS USED BY THE TWIN CHILDREN AND THE GUESTS IN *KIDS MEET* YOUTUBE VIDEOS (2018-2020)

This chapter consists of the analysis of the data in order to answer the formulation of the problem. The positive politeness will be analysed through theories that mentioned in chapter two.

CHAPTER 5: CONCLUSION

This chapter consists of research conclusion and suggestion for future researchers.