

CHAPTER 2

THEORITICAL FRAMEWORK

The theories and references that related to this study are present in this chapter to provide additional information.

2.1 Pragmatics

Pragmatics is the use of language in everyday communication in social life. According to Levinson (as cited by Imola: 2015: 17), pragmatics is the study language from a functional perspective, that it attempts to explain facets of linguistic structure by reference to non – linguistic pressure and causes. But such a definition, or a scope, for pragmatics would fail to distinguish linguistic pragmatics from many other disciplines interested in functional approaches to language, including psycholinguistics and sociolinguistics. Levinson notes that there is no complete and perfect definition of pragmatics, since it concerns not only the context – dependent aspects of linguistic structure, but also the principles of language use and understanding beyond linguistic structure. According to Crystal (as cited by Nagy, 2015: 14) in other words, pragmatics studies what we can do with words, what we do with the language in our social interactions, in the practice (in the praxis) of the language. The pragmatic distinction of politeness may different between languages: This becomes clear when we analyze the frequency of expressions of gratitude and requests: In English, "please" is very Frequently used, but not in other languages.

Another definition says that pragmatics is "the study of language from a functional point of view, that is, the attempt to explain aspects of language structure with reference to nonlinguistic constraints and causes. According to Allot (as cited by Nagy, 2015: 18) Pragmatics is concerned with how speakers can mean various things by their utterances, and hearers can grasp what was meant. Practical texts have the following characteristics:

1. Specific communication purpose: informative, persuasive, or wordy.
2. Specific content that generally focuses on objective facts or attitudes.

3. A specific text structure and information organization that follows specific norms and conventions determined by the nature of the message and the expectations of the reader.

4. Certain lexical units, i.e.

5. Certain terms, set expressions, syntactic structures (impersonal structures).

6. Specific stylistic characteristics: clarity, precision, brevity, simplicity.

2.2 Context

Context is an important aspect that we must consider in a conversation. In analyzing the meaning of a statement, pragmatics cannot be separated from the context and context. In narrow terms, context is defined as something behind a speech (where, when, to whom, etc.), while co-text is a person's facial expression or expression when telling a speech. Both context and co-text are supportive so that the meaning of a speech is conveyed to the speaker. Rustono (as cited by Fitriana, 2014: 20) writes that context is something that is a means of clarifying an intention. These means consist of two types, the first in the form of parts of expression that can support clarity of meaning and the second in the form of situations related to an event. Context, which is part of an expression that supports clarity of meaning is called co-text. Meanwhile, context, namely the situation related to an event, is usually just called context.

Context has particular markers, such as (1) situational and social Context. Context is connected to the put and environment where the dialect is utilized. This can be an ordinary inactive concept, (2) concurring to Halliday (in Pranowo, 2020: 257) context could be a worldwide setting demonstrate which is as a rule inactive. In this model, context is accepted to be consistent for the content as an entire. That's, there's a suspicion that context goes before activity. communication idea of inactive context considers context as (i) unadulterated reality out there that can clarify meaning that cannot be clarified by semantics; (ii) is actually a certain calculate earlier to the comprehension handle at a certain point in verbal communication; (iii) shared information that can never be realized.

The context of the situation is the non-linguistic environment of the utterance in the form of tools used to detail the characteristics of the situation used to understand the meaning of the utterance. In this theory, meaning is a complex relationship between the linguistic characteristics of speech and the characteristics of social situations (Kridalaksana 1983:93). So, it can be said briefly that context is something outside of language that supports the meaning of speech.

Context and speech situation are two close concepts. The closeness of the two concepts has led to overlapping analysis. On one view context encompasses the situation. Meanwhile, in another view, context is included in the speech situation. On the other hand, pragmatics views context as all the background knowledge shared by the speaker and his interlocutor (Rustono, 1999:19).

2.3 Impoliteness Strategy

Impoliteness strategy is a communication strategy that uses to attack the hearer's face. According to Culpeper (as cited by Dafiqi and Muhammad, 2016: 2) "Impoliteness is the use of utterances or actions that attack one's interlocutor and cause disharmony and/or social disturbance rather than promoting social harmony". Face is a fundamental necessity in all social interactions. This is a term first coined by Goffman (as cited by Dafiqi and Muhammad, 2016:2) "Which in general is defined as the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact".

According to Culpeper (as cited by Khotimah, Sumarlam and Sawardi, 2022: 451) The scope of impoliteness strategies proposed by Culpeper is considered the opposite of Brown and Levinson's theory. The concept of impoliteness originates from criticism from pragmatic experts who assume that the concept of impoliteness is something that is not important, since Brown Levinson's (1987) theory of politeness is considered to have been successful categorize various things regarding politeness.

Brown and Levinson (as cited by Dafiqi and Muhammad, 2016: 2) divide face into two type of face they are positive face and negative face. Positive face is "The want of every member that his wants be desirable to at least some others".

The second is negative face. Brown and Levinson (as cited by Dafiqi and Muhammad, 2016: 2) define negative face as “the want of every ‘competent adult member’ that his actions be unimpeded others.”

Culpeper classifies impoliteness strategies into five types of impoliteness strategies, those are:

Strategy 1: Bald on Record Impoliteness

According to Culpeper (as cited by Dafiqi and Muhammad, 2016: 2) explains that the Face Threatening Act (FTA) is performed in a direct, clear, unambiguous, and concise way in circumstances where the face is not relevant or minimized. Impoliteness straightforwardly points to assault the confront and self-esteem of the conversationalist. Other than additionally, the conveyance does not take into thought the minimization of confront dangers towards the conversationalist. The speaker intends to strike the addressee in the face.

Strategy 2: Positive Impoliteness

According to Culpeper (as cited by Dafiqi and Muhammad, 2016: 3-4) this strategy is designed to target the addressee’s positive face. A positive face needs to be part of a certain action or to be approved of, where they wish to be accepted by other people. The positive face in address is presence from a discourse accomplice related to giving regard or being acknowledged. Culpeper comes up with a number of subs – strategies for positive politeness.

1. Ignore, snub the other. Example: fail to acknowledge the other presence.
2. Exclude the other from an activity.
3. Disassociate from the other. Example: deny association or common ground with the other, avoid sitting together.
4. Be disinterested, unconcerned, unsympathetic.

5. Use inappropriate identity markers. Example: use little and surname when a close relationship pertains, or a nickname when a distant relationship pertains.
6. Use obscure or secretive language. Example: mystify the other with jargon, or use a code known to others in the group, but not the target.
7. Seek disagreement, select a sensitive topic that makes the other feel uncomfortable. Example: do not avoid silence, jokes, or use small talk.
8. Use taboo words, swear, or use abusive or profane language.
9. Call the other names that use derogatory nominations.

Strategy 3: Negative Impoliteness

According to Culpeper (as cited by Dafiqi and Muhammad, 2016: 3) this strategy as is one used to attack the addressee's negative face wants. Negative face is an individual's craving for freedom, having a place opportunity of action without limitation, and without restraint from anyplace. So, Negative Impoliteness can be recognized as discourse that limits accomplices' discourse to act or speak. There are some negative impoliteness output strategies, those are:

1. Frighten. Instill a belief that action detrimental to the other will occur.
2. Condescend, scorn or ridicule. Emphasize your relative power. Be contemptuous, do not treat the other seriously. Belittle the other (e.g. use diminutives).
3. Invade the other's space, literally (e.g. position yourself closer to the other than the relationship permits) or metaphorically (e.g. ask for or speak about information which is too intimate given the relationship).
4. Explicitly associate the other with a negative aspect, personalize using the pronouns 'I and you'.
5. Put the other's indebtedness on record.

Strategy 4: Off – Record Impoliteness

According to Culpeper (as cited by Dafiqi & Muhammad, 2016: 4) this strategy replaces mock politeness or sarcasm, the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations. Such impoliteness is conveyed implicitly to attack the interlocutor. The neighborhood that is communicated does have other purposes, such as having fun and so on. Also, Culpeper (as cited by Djohan and Simatupang, 2022: 18933) claims that in off- record impoliteness, the FTA is carried out through an implicature in such way that one attributable intention clearly outnumbered all others.

Strategy 5: Withhold Politeness

According to Culpeper (as cited by Djohan and Simatupang, 2022: 18933) it explains withhold politeness occurs when someone prefers to ignore when a polite act is expected to be performed by others. This aspect is related to a person's awareness of threatening the face of the interlocutor through indifferent attitude. For example, not saying thank you to the speech partner who gave it gifts, not responding to the interlocutor's greeting, or not asking for permission first borrowing something from your interlocutor. People sometimes show feelings that they can't be controlled, hurtful sarcasm, impatience, unable to be friendly, and lack of taste for humor in the form of language impoliteness. The example of withhold politeness is being silent and failing to thank.

2.4 The Intention of the Use of Impoliteness Strategies

According to Mills (2003: 139), impoliteness can only be understood and analyzed pragmatically when it is linked to the understanding of a group or community of utterances and only in terms of a wide variety of discourse strategies between speakers. Mills (2003:122) adds that impoliteness must be seen as an assessment of someone's behavior and not the intrinsic quality of speech. In this case, impoliteness is a very complex assessment of intention. Based on the purpose of the utterance or the speaker's intention, there are two types of impoliteness,

namely motivated and unmotivated impoliteness. In motivated impoliteness, the speaker is assumed to have intended to commit an act of impoliteness with the aim of being impolite (rude), whereas unmotivated impoliteness is an act of impoliteness that does not have the aim of being impolite. Not intending it means not understanding that what is being done is not polite. This misunderstanding can be caused by various factors, for example different cultures (related to ethnicity), different understanding of the context, or proximity factors. Therefore, Mills put forward a study of impoliteness that is based on an assessment of impoliteness that uses considerations related to the understanding of a group or community, whether in the form of stereotypical roles of class, gender, race, or ethnicity.

Culpeper (as cited by Archer, 2008: 186) explains in detail that impoliteness can occur if in communication the speaker aims to attack the face of the speaker, the speaker feels that the speaker is carrying out attacking behavior, or a combination of these two conditions, Impoliteness comes about when those are:

1. the speaker communicates face attacking intentionally, or
2. the hearer perceives and/or constructs behavior as intentionally face-attacking, or
3. A combination of (1) and (2).

Bousfield (2008: 132) and Culpeper (2008: 36) add that one of the key elements that appears in the study of impoliteness is impoliteness caused by deliberate factors.

2.5 Movies

In the Big Indonesian Dictionary, film is defined as a thin film made of celluloid for holding negative images (which will be made into portraits) or for positive images (which will be played in cinema). In another sense, it is also called a live picture play (story). In this case, the film is What is meant refers more to the second definition, namely stories with live pictures.

The meaning can be literally interpreted as film (cinema), namely from the word Cinematography which comes from Cinema + Tho = phytos (light) + graphie = graph (writing = picture = image), so the meaning is to paint movement with light. In order for film creators to paint movement with light, they have to use a special tool, which we usually call a camera. Film is just a moving image, the movement is called intermittent movement, movement that appears only based on the limited ability of the human eye and brain to capture a number of image changes in a fraction of a second. Film is a very influential medium, more than other media, because audio and visual, film works well together in making the audience not bored and tends to remember more easily, because of its interesting setting.

According to Law (1992: 8), a film is a creative work of art and culture in the form of a viewing-hearing mass communication medium made based on cinematographic principles by being recorded on celluloid tape, video tape, video disc, and/or other technologically invented materials in all forms, types, and sizes through chemical processes, electronic processes, or other processes, with or without sound, which can be displayed and/or displayed using mechanical, electronic, and/or other projection systems.

2.6 Previous Research

Rismaya (2020), write article title “Violation Principal Cooperation and Politeness Speak in Nudge Twitter Themed *Internalized Sexism* `Internalized Sexism`: A Pragmatic Study” in *meta humanities*, volume 9, number 3. Study This background by Not yet exists study about violation principle Work The same nor politeness language Which utilize data study themed *internalized sexism*. This research aims to explain forms of violations of Work The same and polite language and possibility reason appearance violations Which happen. Study This use method qualitative descriptive. This research uses a data source in the form of comments contained in the Twitter account @cunggun’s tweet with the theme *internalized sexism*. As for technique Which used for gathering data that is use technique advanced mark and technique note. Study This using content analysis techniques to analyze data. According to the findings of this research, the maxims of quality,

quantity, relevance, and method constitute the most frequently violated aspects of the collaboration principle. Wisdom, mercy heart, reception, humility heart, compatibility, and maxim Sympathy are a number of things that are violated in the principles of politeness. Speaker does violation This as reply on tweet speaker, which considered insulting race woman.

The similarities between Rismaya's (2020) research and this research are the same in discussing principal politeness language and with use qualitative descriptive method. The difference lies in one problem formulation, Rismaya (2020) Also examines violations of principles cooperation in language, while this research examines violation principal politeness language and factor reason impoliteness in language. The data sources used are different, on in this research, the data sources used are sentences and discourse on dialog in in novel Which contain violation principal politeness language, while in Rismaya's (2020) research using sources data in the form of comments to nudge account twitter @cunggun.

Lestari and Sugiarti (2022), write article title "Analysis Portrait Juvenile Delinquency in the Novel Janji by Tere Liye" in *Konfiks: Journal Language, Literature & Teaching*, volume 9, number 2. Study This background by mischief teenager Which Still very general happen and still considered as a matter of course. The aim of this research is to describe forms of juvenile delinquency, describing the factors that cause juvenile delinquency, and explaining the impact of juvenile delinquency in the novel *Janji* by Tere Liye. The method used in this research is qualitative descriptive approach psychology literature.

In this research, the technique used to collect data namely by reading the novel Tere Liye *Janji* and underlining the pages page Which discuss about type, reason, And consequence mischief teenager. The analysis technique used is by classifying data. According to research findings, there are several types of juvenile delinquency, including: kill person, fight, make fun Friend and Teacher, hook chickens, getting drunk, and acting naughty by salting guests' tea. In this novel, there are factors that cause internal juvenile delinquency from inability to go to school at the cottage boarding school and factor external in the form of family

problems. Then the impact of delinquency the teenager is Bahar expelled from school and shunned by neighbors because considered dangerous.

The similarities between Lestari & Sugiarti's (2022) research and this research namely, together studying the novel *Janji* by Tere Liye and using it qualitative descriptive method. The differences in this research are deep problem formulation, this research examines forms of juvenile delinquency, factors causing juvenile delinquency, and the impact of juvenile delinquency, meanwhile This research examines violations of the principles of language politeness and factor reason impoliteness in speak.

Sianipar and Yuhdi (2022), write article title "Analysis Mark Moral Main Characters in the Novel *Promise* Tere Liye's Work" in *Diglosia: Journal Indonesian Education, Language and Literature*, volume 6, number 2. This research aims to analyze mark the morals of the main character Which contained in the novel *Janji* by Tere Liye. The method used in on study This that is method descriptive with approach qualitative. Technique collecting data on study This that is use technique read and note. Then data analysis was carried out using a qualitative approach. Based on the research results, it was found that in the novel *Janji* Tere's work Liye found mark moral on figure main.

Similarities between Sianipar and Yuhdi's (2022) research and this research that is on source data that is using novels *Promise* work Tere Liye, using qualitative descriptive research methods and using techniques note. As for difference there is on formulation problem that is study Sianipar and Yuhdi (2022) studied the moral values of the main characters contained on novel *Promise* work Tere Liye, whereas study This study about violation principal politeness language and factor reason impoliteness in speak.