

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents some issues related to the topic of the study. They are background of the study, the problem of study, the objectives of study, the significance of study, the limitation and scope of study, and the definition of key terms.

#### **A. Background of the Study**

Language is a social aspect of human life, a fundamental part of human in society and a form of behavior. One of the functions of language is as an instrument of communication, maintaining relationship with others. Language as a means of communication although not the only form of communication among human being; it is certainly the most important. That is why, language can be called as a means to connect people and give them information about anything.

There are many aspects that influence the variety of communication such as social status. Social status like economy, education, family, and environment in social life can influence how people communicate or make interaction with others. Communication also has politeness, and people talk is influenced by the social context in which they are talking.

Therefore, social status influences the choice to appropriate ways of speaking in different social contexts. People do not use one language

variety all the time, People say the same things in different ways. There are relevant factors that influence the speakers' way of speaking, one of them is politeness.

Language fluency only is not enough for good communication but it also needs politeness. It is also necessary to understand the social context, What is right or normal in one social context and what is not. This is the problem, the language politeness level has become a part of Indonesia culture especially in Javanese. However, there are some situations in which impoliteness often occur.

The researcher is interested to combine language with politeness because she thinks that politeness is important in communication with others. The second reason is there are many people that can not use language correctly and politely especially Javanese language when they meet in the public area. So the researcher chooses Setonobetek market as her object of research .

Based on the statement above, the writer is interested in doing this research entitled "**The Characteristics of Language Politeness as used in transaction at Setonobetek market Kediri**".

## **B. The Problem of Study**

Based on the background of the study in previous discussion and the stated problem above, the researcher will look for the language politeness level in Setonobetek Traditional Market. To specify this problem, the problems of the study are formulated as follows:

1. What are The Language Politeness used by people at Setonobetek traditional Market seen from Javanese language stratum?
2. What are The Language Politeness used by people at Setonobetek traditional Market seen from Politeness Principles by Leech?

### **C. The Objective of Study**

From the problem above, the researcher tries to get clear description about the problems through analysis and study that have been previously mentioned in the problems of the study this is:

1. To identify the language politeness used by people at Setonobetek Market seen from Javanese language stratum.
2. To identify the conversation that is used in transaction at Setonobetek Market seen from Leech.

### **D. Significance of the Study**

The result of the study is expected to give more understanding about the characteristics of language politeness level. By describing the characteristics of language politeness level, it is expected to give motivation for the people to use language, language attitude and behavior in society appropriately.

Practically, this study is expected to be of any use, for the reader, and the future researcher.

1. The readers

This study will be useful for the readers who sometimes use the language politeness level in their daily activities. Besides, they can develop their understanding about the characteristics of language politeness level and the relevant factors that influences the variety of speakers' way of speaking.

2. The future researchers

The result will be useful for the future researchers as reference to conduct future researches dealing with similar problem by using research design or model on the language Politeness Level.

#### **E. Scope and the Limitation of Study**

The limitation is meant to make clear about what should be done by researcher for further activity dealing with the problem determined. As stated in the background of the study above, this research will take place at Setonobetek market and the object is the language used in transactional activities.

The researcher takes this place because the researcher can find many people from various social classes. Therefore, it will be accurate to get the data. Besides, Setonobetek is one of the biggest market in Kediri and there are many visitors at Setonobetek market, it means that there are many people who have business deal at that place. To make transaction, they will use language politeness levels.

## F. The Definition of the Key Terms

To avoid misunderstanding about the title, the researcher explains some terms follows:

### 1. Politeness

Someone who has politeness is those who has good manners and is not rude to other people.<sup>1</sup> Besides, politeness accounts for the redressing of the affronts to face threatening acts to addressees or the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another.<sup>2</sup>

#### Face threatening acts

A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other.

According to Brown and Levinson, positive and negative face exist universally in human culture. In social interaction, face threatening acts (FTAs) are at times inevitable based on the terms of the conversation.<sup>3</sup>

There are three sociological factors when deciding whether and how to use the various strategies in real life situations :

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<sup>1</sup> Collin Cobuild, *English Learner's Dictionary* (London : Harper Collin, 1994), p. 736.

<sup>2</sup> Wikipedia, Politeness Theory, <http://en.wikipedia.org/wiki/politenesstheory>, accessed on October 23, 2010.

<sup>3</sup> Wikipedia, Politeness Theory, <http://en.wikipedia.org/wiki/politenesstheory>, accessed on April 13, 2011.

a. Social distance.

Social distance describes the distance between different groups of society includes all differences such as social class, race/ethnicity or sexuality.<sup>4</sup>

- Distinguish kin or friend from a stranger with whom you may be of the same social status, but who is still separated by social distance.
- Different FTAs are used depending on the social distance between interlocutors.
- Example: we may use less elaborate positive strategies or we may choose to use positive rather than negative politeness when speaking with family.

b. Power relations between parties ( asymmetric relation )

- We are inclined to speak to our social equals differently than those whose status is higher or lower than our own in given situation.

c. The absolute ranking of the threat of the FTA.

Some impositions are greater than others. Highly imposing acts like requests demand more redress to mitigate their increased threat level.

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<sup>4</sup> <http://www.answer.com/topic>, *social distance*, accessed on April 25, 2011.

## 2. Language politeness

Language politeness means a language used to speak somebody politely that has to do by all of people begin from the younger until older people. Politeness is social prescribed. We can show our feeling to others by language such solidarity, power, distance, respect, intimacy, and so on. Our awareness of social customs is also shown through the general politeness which we use Language Politeness. This does not mean that we must always be polite, for we may be quite impolite to other occasion. Impoliteness depends on the existence of standards, or norms of politeness.

Some language seem to have built into them very complex system of politeness. Javanese is one of the principal languages of Indonesia. Geertz (1960, p.248) says it nearly impossible to say anything without indicating the social relationships between the speaker and the listener in terms of status and familiarity.