

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter present the review of related literature. It discussed about the theories of the research are language, politeness, the language politeness principles, and factors of choosing language politeness level, politeness strategy.

A. Language

Every social institution is maintained by language. Law, religion, government, education, family, market or public area all are carried on with language. Individually we use language to reveal or conceal our personal identity, our character and our background. According to *Bloomfield* Language is a symbol of system sound arbitrarily using by people to make relationship and transaction.

Andre martinet's definition Language is a way of communication to analysis human experience differently in society.

⁶There are some definitions of language among the linguists themselves. Each of them has own version.

According to Mussen and Kagan, Language refers to the particular set of symbols that allows for intelligible communication in a culture.⁷ And S. Pit Corder explains that Language is a phenomenon

⁶ Andre martinet , *ilmu bahasa: Pengantar* (Yogyakarta : Kanisius,1987),p.32

⁷ Marie emit and John Pollack,; *An language and learning Introduction for Teaching* (Australia : Oxford University Press,1998),p.14.

of individual person. It is concerning with describing and explaining language as a matter of human behavior. People speak and write, they also evidently read and understand what they hear. Language is thus seen as part of human psychology, a particular sort of behavior and behavior which has as its principal function that of communication.⁸

According to Francis, a language is an arbitrary system of articulated sounds made use of a group of humans as a means of carrying on the affairs of their society.⁹

In other words. Language is system that refers to the fact the language consist of units of sounds features which are systematically arranged and distributed to produce meaningful forms. Finally, language is important to many people to make interaction and communication with others.

B. Politeness

Politeness is one of the most important symbolic values to be socialized in our daily encounters as all cultures value politeness (Brown and Levinson, 1987). It is universal because humans in every culture appear to share a very broad of politeness. Lakoff (1990:34) states that politeness “facilitate(s) interaction by minimizing the potential for conflict and confrontation inherent in all human interchange”.

⁸ S. Pit Corder, *Introduction Applied Linguistics* (Australia : Penguin Education, 1973), p. 23.

⁹ W. Nelson francis. *Language: The structure of American English* (US: The Ronald press company, 1986),p.13

According to *Baosastra Djawa*, politeness knows the correct attitude (*Tatakrama*) and replace. Because to know as cognitive reflection (knowledge) and replace as psychometric reflection (the application from the knowledge be an action).

C. Language Politeness Principles

The Politeness Principles is a series of maxims, which Geoffrey leech has proposed as a way of explaining how politeness operates in conversational exchange. There is a politeness principles with conversational maxims similar to those formulate by paul grice¹⁰.

. According to Leech, There are six Language politeness principles and explanations convey basic and politeness function in the speech in society. The six Language politeness principles below is recognizing some terms that can show politeness in society. Leech's maxim of language politeness principles are :

1. Modesty Maxim
 - a. Minimize praise of self.
 - b. Maximize dispraise of self.
2. Sympathy Maxim.
 - a. Minimize antipathy between self and other.
 - b. Maximize sympathy between self and other.

This includes a small group of speech acts such as congratulation, commiseration and expressing condolence. All

¹⁰ Wikipedia, Politeness Maxim, <http://en.wikipedia.org/wiki/politeness-maxims>.

of which is in accordance with Brown and Levinson's politeness strategy of attending to the hearer's interest, wants, and need.

3. Generosity Maxim.

- a. Minimize the expression of beliefs that express or imply benefit to self.
- b. Maximize the expression of beliefs that express or imply cost to self.

Unlike the tact maxim, focus on the speaker, and says that others should be put first instead of the self.

4. Agreement Maxim.

- a. Minimize the expression of disagreement between self and other.
- b. Maximize the expression of agreement between self and other.

5. Approbation Maxim.

- a. Minimize the expression of beliefs which express dispraise of other. The first part of the maxim avoids disagreement.
- b. Maximize the expression of beliefs which express approval of other.

6. Tact Maxim.

The Tact Maxim states : minimize the expression of beliefs which imply cost to other. And Maximize the expression of belief which imply benefit to other¹¹.

D. Vocabulary and Speech Levels Used in Conversation at Setonobetek

1. *Ngoko*

Ngoko is a level which functions as a means of communication between the people of the similar age and position, from the older to younger of the same or lower position . *Ngoko* usually chosen by those who want to set an informal or relax in a conversation or by those who wants to lessen the distance between interlocutors.

2. *Madya*

Madya is the middle level. It is semiformal and semi-polite level. *Madya* words are usually *krama* words that are simplified.

Madya is a level between *ngoko* and *krama*. When an addresser uses *madya* , the addresser still treats the addressee respectfully, but the respect given not necessary so high.

3. *Krama*

Krama means polite or the highest politeness or the most polite way to show high respect to the interlocutors. It is used by people of higher level or by stranger. This level creates a distance between the speaker and the interlocutor

¹¹ <http://www.Uniroma2.it/politeness> principles/politeness.doc.

E. Factors in Choosing Language Politeness level.

A politeness system is important in any language. Respect is the main reason why it is an essential component in every language. Within any language politeness can be very diverse. Politeness can be as simple as asking, "Please" in the English language or as complicated as changing the entire sentence structure in the Indonesian language. Being polite is not only found in body language, but also in language.

There are general criteria that influence people in choosing language politeness level. The general criteria to be followed in determining whether an addressee has to be considered as having high or low status, or whether a relationship has to be considered as far or intimate one.

a. Social status

There are three point in the social status : 1) The Interlocutor's social background, 2) The interlocutor's role in society, and 3) The interlocutor's economic status.

b. Formality.

Formality scale related to the setting or type interaction which is formal or informal. For example, in Javanese, it is true that *Krama* is used to those whose ages are older or to the stranger, but nowadays, children in the family often use *Madya* or even *ngoko* when they are speaking to their parent. Age is an

important factor, but the intimacy between the addressee also have role in determining the speech level used.

c. Educational background

People who have high educational level, although they are coming from ordinary family, will be considered as having high status. As a result, other people usually use *Krama* words when speaking with them

The Researcher uses Holmes theory that states the rules usage of the Javanese speech levels which is part of language variation related to social factors and dimensions as social context.

Social factors consist of :

1. The participants relation to the speaker and the hearer.
2. The setting or social context of the interaction is about the place where the conversation happens.
3. The topic related to what is being talked about.
4. The function that is related to the purpose of doing the conversation.

F. Politeness Strategies

Politeness strategies are used to formulate messages in order to save the hearer's face when face threatening acts are inevitable or desired. Brown and Levinson states four main types of politeness strategies : Bald on record, negative politeness, positive

politeness, off the record.¹²

1. Bald on record.

Bald on record strategies usually do not attempt to minimize the threat to the hearer's face, although there are ways that bald on record politeness can be used in trying to minimize FTAs implicitly. Often using such a strategy will shock or embarrass the addressee, and so this strategy is most often utilized in situations where the speaker has a close relationship with the audience, such as family or close friends.

2. Positive Politeness.

Positive Politeness strategies seek to minimize the threat to the hearer's positive face. They are used to make the hearer feel good about himself, his interests or possessions and are most usually used in situations where the audience knows each other fairly well. In addition to hedging and attempts to avoid conflict. Statements of friendship, solidarity, compliment include some strategies of positive politeness.

3. Negative Politeness.

Negative Politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. These strategies presume that the speaker will be imposing on the listener and there is a higher potential for awkwardness or

¹² Wikipedia, Politeness Theory, <http://en.wikipedia.org/wiki/politenesstheory>, accessed on April 13, 2011

embarrassment than in bald on record strategies and positive politeness strategies.

4. Off The Record (Indirect).

The final politeness strategy according to Brown and Levinson is the indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing.