

CHAPTER I

INTRODUCTION

This chapter deals with background of the study, problem of the study, object of the study, scope and limitation, significance of the study, and definition of the key terms.

A. Background of the Study

Actually the use of language in a verbal communication happens in a conversation. A good conversation is understood by the speaker and the hearer. In this case, the speaker can apply some strategies such as in discourse aspects: speech acts, conversational implicative, code mixing-switching, politeness strategies, etc. But in this case, the researcher will choose one of its strategy namely politeness strategies.

Some people use politeness strategies in their communication in order to get their conversation well and go smoothly. According to Brown and Levinson (1978), they state that it recognizes what people are doing in verbal exchange not so much by what they overtly claim to be doing as in the fine linguistics details of utterances.¹

It means that not only speaking in fine linguistics but also considering any certain feeling are important. So that politeness strategies needed to be

¹ Brown and Levinson. *Politeness: Some Universal in Language Phenomenon* (Cambridge: Cambridge University Press, 1987), 289.

applied in a communication in order to make the hearer feels comfortable with the speaker.

In politeness strategies, it is expected that people can interact with one another by using their understanding not only about the language but also the social and cultural values of their community.² Politeness phenomenon is the work done by Erving Goffman. He is a social psychologist who introduced the concept of face. It consists of two varieties namely positive face and negative face. He states that positive face is the need to be appreciated and negative face is the need not to be disturbed.³

Then according to Penelope Brown and Stephen Levinson (1978), they state that politeness strategies are developed in order to save the hearer's "face". Here, face refers to the respect that an individual has for him or herself, and the maintaining of "self esteem" in public or in private situations. In this case, usually the speakers try to avoid embarrassing other person, or making him feels uncomfortable.

Besides, inspired by Goffman's work, Brown and Levinson also develop a theory on the relationship between intensity of the threat to face and linguistically realized politeness that used four strategies such as bald on- record, positive politeness, negative politeness, and off record strategy. And here, the researcher chose some dialogues or conversations in the literary work called novel.

² Ronald Wardhaug, *An Introduction To Sociolinguistics* (New York: Basil Blackwell Ltd, 1986), 267.

³ Renkema, *Discourse Studies: an Introductory Book*, 13.

A novel is a fictional prose narrative of considerable length, typically having a plot that is unfolded by the actions, speech, and thoughts of the characters.⁴ In this case, the researcher used novel because it has a clear discourse studies from the dialogues there. So this analysis focused on its dialogues within plot of story. In addition, the researcher can analyze the use of politeness strategies clearly based on the dialogues inside. Furthermore, it can also be the reader's references of politeness value that occur in daily life like in the plot of novel.

The phenomenon of politeness strategies can be encountered in some context of conversations within the dialogues. Novel as the object of this research provides some dialogues that consist of words, phrases, and sentences in which the politeness strategies appeared. And in this Elizabeth Gilbert's novel, particularly "*Eat, Pray, Love*" novel is the interesting subject to be analyzed.

Here the researcher chose this novel as her research. The reason is "*Eat, Pray, Love*" novel is a *New York Times* Bestseller book released in 2006. It sold out 10 million copies in printings and translated into over thirty languages. It was written by Elizabeth Gilbert, "*Eat, Pray, Love*" is Gilbert's beautiful written memoirs documenting her journey not just across the world (Italy, India, and Indonesia) but more importantly through her exploration of faith.⁵

⁴ Endah Tri Priyatni, *Membaca Sastra dengan Ancangan Literasi Kritis*(Jakarta: PT. Bumi Aksara, 2010), 24.

⁵ Stacey Tuttle, "*Eat, Pray, Love's Summary*", Summary (Online), accessed from <http://www.shepherdproject.com/eat-praylove-book-summary/>, retrieved on September 27th, 2013.

In 2010, "*Eat, Pray, Love*" was made into a film starring Julia Roberts. The book became popular in *Time Magazine* and the name of Elizabeth as one of the 100 most influential people in the world. Elizabeth Gilbert, through her book and film, has provided an immense opportunity for believers to engage with others in matters of faith. That's why the researcher chose this novel as her object of research. It is not only suitable for analysis but also has an inspiring story that is useful for human being.

Moreover, "*Eat, Pray, Love*" novel has many dialogues which has some tendency in using politeness strategies. Every dialogue has the power of communicative feeling itself. Some of them consist of ambiguity responses that should be interpreted as the speaker and hearer wants.

Besides, because of there is no research yet about politeness before, especially in the researcher's college. Politeness discussion in the novel is expected to be able to give full contribution for literary studies particularly in State College for Islamic Studies (STAIN) Kediri, East Java.

Moreover, this study also has relation with the previous study which was conducted by other researchers. The first research was conducted by Yuli Fitriana (2007) from English Letters and Language Department, Humanities and Culture Faculty: The State Islamic University Malang.⁶ Her research entitled "*Politeness Strategies in John Grisham's Novel 'The Client'*".

⁶ Yuli Fitriana, "*Politeness Strategies in John Grisham's Novel 'The Client'*", Thesis Pdf (Online), accessed from <http://lib.uin-malang.ac.id/files/thesis/fullchapter/02320107.pdf>, retrieved on September 27th, 2013.

She analyzed politeness strategies by using literary work, novel as the object. Here, she found the unique utterances within the conversation they used in every novel's plot. Actually this research has the great contribution for this thesis that the researcher conduct.

The next research was conducted by Zhu Xiaoning (2004) from English department school of foreign Studies, Nanjing University.⁷ He conducted a research entitled "*Politeness Strategies used in Requests and Refusals by Chinese College EFL Learners*".

In this research, he explained more about the report of a study on how Chinese college EFL learners used politeness strategies in performing two face-threatening speech acts, request and refusal. It investigated what politeness strategies were used and examined the effect of contextual variables and language proficiency on strategy choice.

The next research was conducted by Ivana Petricova (2012) from Department of English and American Studies: Masaryk University.⁸ Her research entitled "*Politeness Strategy in Interview Questions*". In this research, she wants to analyze politeness concept in the terms of interview session by using Brown and Levinson's theory.

⁷ Zhu Xiaoning, "*Politeness Strategies used in Requests and Refusals by Chinese College EFL Learners*." Thesis Pdf (Online), accessed from www.cxrlinguistics.com/UploadFile/2011919989798.doc, retrieved on September 30th, 2013.

⁸ Petricova, Ivana. "*Politeness Strategy in Interview Questions*." Thesis pdf (Online), accessed from http://is.muni.cz/th/325815/ff_b/Thesis.pdf, retrieved on October 10th, 2013.

And the last research was conducted by Elvi Syahrin from Medan University.⁹ Her research entitled “*Strategi Kesantunan sebagai Kompetensi Pragmatik dalam Tindak Tutur Bahasa Perancis*”. In this research, she analyzes politeness strategies as pragmatic competence especially in France. Actually France is our foreign language as Indonesian people. And some people are interested in the discussion about the use of politeness strategies in other language like France. It also gives many contributions for the researcher in conducting research.

Based on the description above, the research on “**Politeness Strategies used in Elizabeth Gilbert’s Novel ‘Eat, Pray, Love’**” is significant to be conducted.

B. Problem of the Study

Based on the background of the study, the problem of the study in this research is focused on “How are politeness strategies used in Elizabeth Gilbert’s Novel *Eat, Pray, Love*?”

C. Objective of the Study

The main objective of the study is to describe the politeness strategies used in Elizabeth Gilbert’s novel “*Eat, Pray, Love*.”

D. Significance of the Study

⁹ Syahrin, Elvi. “*Strategi Kesantunan Sebagai Kompetensi Pragmatik Dalam Tindak Tutur Direktif Bahasa Prancis*”. Thesis pdf (Online), accessed from <http://digilib.unimed.ac.id/public/UNIMED-Article-23611-Elvi%20Syahrin.pdf>, retrieved on October 12nd, 2013.

The significance of the study is to provide some information about politeness strategies for those who are interested in the study of politeness strategies. Moreover, the result of this research will be a beneficial research for people who want to deal with understanding about the novel.

The significance of the study is to provide some information about politeness strategies for those who are interested in the study of politeness strategies. And it is expected that it can be a beneficial research especially for the teachers and the readers.

1. For teachers

For teachers, this study helps them to explore more their knowledge about the use of politeness strategy especially in the novel. This study is included stylistic research that maybe gives contribution for the teacher's studies in teaching their students in pragmatic aspects.

2. For readers

For readers, this study can give them knowledge about pragmatic studies especially in the novel. They can know how someone uses politeness strategies in their daily activities especially in "*Eat, Pray, Love*" novel which is included many characters from three country in the world; Italy, India, and Indonesia.

E. Scope and Limitation of the Study

There are many parts of this novel which can be analyzed by the researcher in discourse studies. But the researcher makes scope and limitation to make the discussion focus on one aspect. The scope of this research is "Eat, Pray, Love" novel.

And in this research, the researcher also limits the discussion only about the conversation within the dialogue that used politeness strategies conducted by Brown and Levinson's theory. It is classified into four types of strategies; bald on- record, positive politeness, negative politeness, and off record strategy.

F. Definition of the Key Terms

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable meaning of the key terms. Some terms are defined as follows:

1. Politeness strategies

Politeness strategies are kinds of communication strategies that emphasizes on the polite words in action. It uses four strategies of Brown and Levinson theory: bald-on, positive politeness, negative politeness, and off record. (Brown and Levinson 1987).

2. Novel

Novel is a fictional prose narrative of considerable length, typically having a plot that is unfolded by the actions, speech, and thoughts of the character.

3. Elizabeth Gilbert

Elizabeth Gilbert is a well-known *United States* novelist. She is a writer of “*Eat, Pray Love*” novel. And she became so popular people in *Time Magazine* which named Elizabeth as one of the 100 most influential people in the world.¹⁰

4. “*Eat, Pray, Love*”

“*Eat, Pray, Love*” is one of best seller novels written by Elizabeth Gilbert. It tells about memoirs of Gilbert’s journey that not only across the world (Italy, India, and Indonesia) but also her true exploration of faith.

¹⁰ Elizabeth Gilbert, “*Elizabeth Gilbert’s Biography*”. Biography (Online), accessed from <http://www.elizabethgilbert.com/>, retrieved on September 27th, 2013.