

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the thesis. It includes background of the study, statement of research question, objective of the study, limitations of the study, significance of the study, and definition of key term.

A. Background of the Study

Language is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.¹ Since it is an instrument for humans' communication with each other, the growth and development of their talents, causing creativity, innovation, and novelty, exchanging and transferring their experiences, and on the whole, for formation of society(s).² The mastery of English is very important because in this modern era people use English as international language in communication. In their communication they need to use their politeness to make the communication run well.

Politeness is one of the characteristics of human communication whether in verbal or nonverbal communication. Every country has their way in doing the politeness. According to Brown and Levinson, politeness strategies are developed in order to save hearer's "face". Face refers to "the public self-image that every member wants for himself" and divides it into

¹ <http://www.oxforddictionaries.com/definition/english/language>

² Dr. Tengku Sepora Tengku Mahadi, "Language and Culture", *International Journal of Humanities and Social Science*, Vol. 2 No. 17; September 2012

two types: negative and positive politeness.³ People try to avoid embarrassing others, or make them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.⁴

Nowadays, the degree of politeness is in regress. Many people almost do not care about the politeness when they are speaking, especially when they speak to the elder. When people communicate each other, they need to use their politeness because it will influence to the context in what they are talking about.

In a conversation, there are three factors to account the differences in perceptions of how serious a face threatening act is. The factors are: Power (P), Social Distance (D) and Ranking of Imposition (R) that will make the politeness different in who someone is speaking with. The formula to calculate the weightiness (W) of FTA is $W = D + P + R$.⁵ It means that the higher level of indirectness is used by people the higher politeness used. For example, when an employee is speaking to the employer, a student is speaking to the teacher, or a child is speaking to the father. Especially in Indonesia, people are still using the politeness in their daily conversation.

Brown and Levinson's politeness theory combines speech act theory and Grice's theory of implicatures with Goffman's notion of face, defined as "the

³ Pino Cutrone, "Politeness and Face Theory: Implications for the Backchannel Style of Japanese L1/L2 Speakers", *University of Reading*, Vol. 3 (2011) 51-57

⁴ Luh Putu Ayu Adhika Putri. "Analysis of Politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star"

⁵ Marina Terkourafi, "Testing Brown and Levinson's theory in a corpus of spontaneous conversational data from Cypriot Greek", *Walter de Gruyter*. Int'l. J. Soc. Lang. 168 (2004), pp. 119-134

positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact".⁶ Rationality and face are characteristics attributed to "all competent adult members of a society" (Brown & Levinson).⁷ Depend on them, speech acts potentially face threatening either to the speaker's or to hearer's, or to both.

There are four types of politeness strategies; they are bald on record, positive politeness, negative politeness and off record. In bald on record the speaker decides to perform his act without the least intention to minimize the face threat (the speaker says to the point). In positive politeness the speaker decides to attend to his hearer's positive face showing consideration for the positive self-image he claims for himself. In negative politeness the speaker reduces the hearer's negative face. And in off record the speaker may carefully manage his utterance in indirect and ambiguous way.⁸

From those four strategies, Renkema gives an example of each strategy.⁹ In bald on record states, "Hey, lend me a hundred dollars", this statement happens when both of the speaker and hearer are close friend. For positive politeness, "Hey, friend, could you lend me a hundred buck?" in this case, the speakers could be not really close friend, so there is an imposition to say it directly. The next is in negative politeness, "I am sorry I have to ask, but could you lend me a hundred dollars?" in this situation, the speaker could be asking

⁶ Goffman, 1955 [1972: 319]. As quoted in Ogiermann Eva. "On Apologising in Negative and Positive Politeness Cutures", *John Benjamin Publishing*, 2009. Amsterdam. P.11

⁷ Brown and Levinson, 1987: 61. As quoted in Ogiermann Eva. "On Apologising in Negative and Positive Politeness Cutures", *John Benjamin Publishing*, 2009. Amsterdam. P.11

⁸ Lounis Maha, "Cross-Cultural Perspectives on Linguistic Politeness", *Canadian Academy of Oriental and Occidental Culture*, Vol. 10, No. 1, 2014, pp. 56-60

⁹ Renkema, 1993, p.15. as quoted in Senowarsito. "Politeness Strategies in Teacher-Student Interaction in an EFL Classroom Context", *TEFLIN Journal*, Volume 24, Number 1, January 2013

to someone older than him/her. Then for off record, "Oh no, I'm out of cash! I forgot to go to the bank today." In this case, the speaker is really ashamed because he/she could be with his/her senior or boss.

The analysis of politeness strategies by Brown and Levinson has been conducted to analyze the degree of politeness used by people in USA. They have their rule to communicate with other people. Indonesia also has the way how to do the politeness. But the politeness strategies in Indonesia are not written, as like in abroad, as national standard of politeness to be used. The analysis of politeness strategy in Indonesia also has been conducted. The strategy of politeness used in Indonesia that is unique to be analyzed is the politeness used by Javanese people. The analysis of Javanese politeness has been conducted by Sukarno, a student of English department in Jember University, who has written that there are three concepts of Javanese culture in politeness they are *tata krama* (the language style), *andhap-ashor* (humbling oneself while exalting others), and *tanggap ing sasmita* (being able to catch the hidden meaning).¹⁰ These concepts almost have the similarity with the politeness concept by Brown and Levinson's.

The similarity of the concept is the speaker will manage his/her utterance in order to save the hearer's face so the hearer would not be threatened. In Indonesia not only by the utterance they show the politeness but also their body language. For example when a young man walks overstepping his grandparent without bowing his body, he will be judged as impolite man.

¹⁰ Sukarno, "The Reflection of the Javanese Cultural Concept in the Politeness of Javanese", *Kata*, Volume 12, number 1, June 2010: 59-71

The previous study about politeness strategy used in a talk show has been conducted by Luh Putu Ayu Adhika Putri who analyzed politeness strategies used in Oprah Winfrey's talk show. The result of her study is the most frequently politeness strategy applied in Oprah Winfrey's talk show is the use of positive politeness strategy.

In Indonesia there are some television programs which present a talk show with international guest. For that program, actually, they need a multi talented presenter to make the show runs well. In this research the researcher chooses talk show program *Face 2 Face with Desi Anwar*. The presenter said that *Face 2 Face* is the program that brings world to our screen because it often invites guest around world.

The researcher decided to chose this program because this program is best known by people especially in Indonesia. In *Face 2 Face*, Desi Anwar is the one who was chosen to be the presenter. Desi Anwar is a senior anchor, TV journalist and producer, writer, photographer, and media and communication specialist. She interviews prominent figures and personalities around the world.¹¹ This program will be analyzed in term of the use of politeness strategies used in the conversation. One of figures she has been interviewed is Nadya Hutagalung, an actress who has become an international model and actress living in Singapore.

The researcher decided to choose Nadya as the interviewee because the researcher is curious about how is Nadya's speaking especially in the use of politeness in her speaking. As we know, Nadya Hutagalung is an actress that

¹¹ [http:// www.desianwar.com/profile.html](http://www.desianwar.com/profile.html)

is very well known in Indonesia. She is inheriting Indonesian culture from his father who is a Batak. It can be call that Nadya is also an Indonesian. From this case, the researcher will analyze some kinds and function of politeness strategies in conversation based on the conversation in a talk show program on a local television when interviewing international figures.

Based on the statement above, the researcher is interested in doing the analysis entitled **"The Analysis of Politeness Strategies Used in Talk Show 'Face 2 Face with Desi Anwar.'"**

B. Statement of Research Question

Based on the statement above, the researcher will analyze politeness strategies used in conversation. To make it specific, the statements of questions are formulated below:

1. What politeness strategies were used in the talk show *"Face 2 Face with Desi Anwar"*?
2. How politeness strategies were used in conversation through a talk show *"Face 2 Face with Desi Anwar"*?

C. Objective of the Study

From the statements of question above, the researcher tries to describe about the analysis and study that have been mentioned before. The statements are formulated:

1. To identify what kinds of politeness strategies were often used in the talk show *"Face 2 Face with Desi Anwar"*.

2. To find out how politeness were used in conversation through the talk show "*Face 2 Face with Desi Anwar*".

D. Limitation of the Study

The limitation is used to limit in what should be done by researcher to do her research. The researcher limits this research by using Brown and Levinson's politeness strategies they are bald on record, positive politeness, negative politeness and off record. As what have been mentioned in the background of study above, the data will be taken from a talk show and the object is the conversation used by Desi Anwar and her guest, Nadia Hutagalung, in the program "*Face 2 Face with Desi Anwar*."

E. Significance of the Study

The result of this study is expected to give motivation in using politeness in every situation. It is also giving more understanding about language politeness level. And also, this study is expected to be any use, for the researcher herself, for English learners and the readers, and for the next researchers.

For English learners and all the readers, hopefully they know more about politeness strategies. So they can apply the politeness in their daily life, because it is so important to use our politeness when we are speaking with other, especially with the elder. Especially for English learners, the researcher hopes that they can understand politeness strategies used not only in our country but in the cross cultural also.

For the next researchers, the researcher hopes this research can be useful to be additional references in their research. And she hopes that the next research

will make a better research from this and the research before. Also, she hopes that the next researcher can find the more interesting topic to be used as object of their research.

F. Definition of the Key Term

This section discuss about theories related with the research. They are about politeness, politeness strategies, talk show, and Face 2 Face.

a. Politeness

Politeness is one of the central features of human communication whether in verbal or nonverbal communication to save the hearer's face.

b. Politeness strategies

Politeness strategies are the way how to do the politeness creating the respectful manner to make the communication with the hearer run well. There are four strategies used based on Brown and Levinson's theory, they are bald on record, positive politeness, negative politeness, and off record.

c. Talk show

Talk show is a television or radio programming genre in which one person or group of people discuss various topics put forth by a host.¹²

d. Face 2 Face

Face 2 Face is a program that brings world on our screen, the host said. This program is a best known program in Metro TV and it often invites guest star around world. So we can say that this program is a superior program.

¹² http://en.m.wikipedia.org/wiki/talk_show modified on 19 November 2014