

CHAPTER 1

INTRODUCTION

This chapter deals with background of the study, research questions, objective of the study, scope and limitation of the study, significance of the study, and definition of the key term.

A. Background of Study

Human is social being. They need to communicate each other to exchange the idea. They communicate idea through conversation. But, the conversation not only happens to exchange the idea but also to open or to maintain the talk run well. It is between multiple people consist of speaker(s), hearer(s), or addressee(s). Speaker(s) is person who informs idea by speaking particular words. Hearer(s) is person who hears some particular words from speaker(s). Addressee(s) is person to whom the words addressed.

Human expresses their speech as a hierarchically activity that is shown by way multifaceted of nature. The speech is a tool for people to transfer idea so the mechanism initiating its usage.¹ For example when the people asks something they will do seriously or miserably or etc, the differentiation of communication between men and women, people who come from same ethnic use similar language, etc.. It is different among people, so strategy in communication is needed by person to avoid some discomforts or ambiguities on the conversation because speaker(s) shows their utterance uniquely. It is

¹Silvie Valkova, *Politeness as A Communicative Strategy and Language Manifestation (A Cross-Cultural Perspective)*, (Olomouc: Vydala A Vytiskla Univerzita Palackého VOlomouci, 2004), 13.

interesting to study about sociolinguistics as a field that studies how language is served based on the context of language performance. For example, it is different in style of communication toward people who have intimate relation and distance relation or people who have power and people who have not power, in which, it will influence in politeness.

As has been already stated in one of major linguistic journal, the concept of linguistic politeness has become the centre of the linguistic research in Western Europe and North America fairly recently.² Politeness strategy is one of the topics discussed in pragmatic. Pragmatic studies the use of language based on the context. For example you invite your new neighbor at your home for dinner. Your younger brother sees your new neighbor is taking his favorite food and says “*don’t take those!*” You are embarrassed because of that. Based on the field of pragmatic, the sentence of “*don’t take those!*” cannot be generalized as impoliteness because when the situation happens to your closed family (not to stranger), you will be fine and it may not threat the face of addressee.

The representing theory of politeness strategy primarily is written by Brown and Levinson. Politeness strategies are developed in order to save the hearers’ face. Face of hearer that is defined by Brown and Levinson is in the field of politeness strategy as something that is emotionally invested and the face can be lost when people feel discomfort, maintained or enhanced

² Joan A. Argente and Lluis Payrato, *Towards a Pragmatic Approach to the Language in Contact: Evidence from Language Contact Case in Spain*. (International Pragmatics Association 1:4.465-480), 466.

interaction closely and it must be constantly attended to in interaction.³ In politeness theory of Brown and Levinson there are four types of politeness there are bald on record strategy, positive politeness, negative politeness, and off record strategy.⁴

Politeness strategy is used not only by a group but also all people. It is different among education, age, culture, social status, power, etc.. To know the example of politeness strategy of native speaker of English: speakers who see themselves as lower status in English-speaking context tend to mark social distance between themselves and higher status speakers by using address forms that include a title and a last name, but not the first name for example, Mrs. Clinton, Mr. Adams, and Dr. Dang. It is similar as Indonesian culture when the young people call the older should call Mas or Mbak. Politeness is an attitude that is shown by person to make hearer feeling pleasant. It is going to cover communication of goal-oriented interaction or non-goal-oriented interaction like phatic communion.

Phatic communion or small talk is conversation that is delivered when two speakers break the silent of communication than will start or continue the conversation. It is firstly coined by Bronislaw Malinowski who is an anthropologist. It is used to establish or maintain social interaction rather than to express an information or idea. The type of speech does not use to express idea because it is non-referential use of language to share feeling or to

³Leena Nevalainen, 'At Your Convenience' politeness strategies in Quotation Letters Written by Non-Native and Native Speakers of English, (Department of English: University of Jyvaskyla, 2002), 14.

⁴Ibid., 15.

establish a mood. It usually attracts the listener's attention or prolog in communication. Some examples of phatic expression usually used by people in daily live are: "*How are you?*", "*Have a nice day!*", "*Cold enough for you?*", "*This train is really crowded.*", "*Do you come here often?*", "*Some weather we're having.*", etc.

There are some utterances used by people to open or to maintain communication. Phatic communion has strong relationship with politeness because the form of the small talk employs to show polite act to the others in relation of communication. It is important for students study not only about the language as sharing information but also to maintain the communication politely.

The research actually has done by Ahmad Hakim entitled *An Analysis of Phatic Communion in the Movie Entitled "The Pursuit of Happiness"*. This thesis is to analyze four forms of phatic communion employed by the characters in the movie "*The Pursuit of Happiness*" based on politeness strategies of Brown and Levinson, there are positive politeness and negative politeness.⁵

The next research has done by Boonjeera Chravate entitled *Perception of politeness in English request by Thai EFL learners*. The study aims at investigating to what extent Thai EFL learners differ from native speakers of English in the use of politeness strategies and if there is evidence of L1 influence on the learners' use of politeness strategy. The result of the research

⁵Ahmad Hakim, *An Analysis of Phatic Communion in the Movie Entitled "The Pursuit of Happiness"*, (Proposal: IAIN Syekh Nurjati Cirebon, 2012).

is that Thai EFL learners' use politeness strategy is not always similar to the native speakers because cultural differences play an important role in the use of politeness strategies.⁶

The other study is based on Reki Maro Sitohang and Setyo Prasiyanto Cahyono in a journal article entitled "*Phatic Expressions between Indonesians and Foreigners in the Casual Conversation*". The journal examines on utterances in casual conversation among three couples of Indonesians and Foreigners. The topics of the conversation are country, occupation, business, study, family, customer, closing, planning, introduction, domicile, opinion, food, ability, comparison, duration, hobby, activity, asking agreement, movie, and politic. The result of the study says that there is nothing differentiation of the use phatic communion in conversation it is to show interest, to easy communication, and to find a point of agreement to sustain communication. There are 11 functions of phatic expression which are found in the journal article. They are to sustain or keep the talk, to make chit-chat, to express solidarity, to express friendship, to express hospitality, to break the silence, to make gossip, to create harmony, to create comfort, to start the talk, and to express empathy.⁷

Based on the phenomenon of politeness, we can know that Indonesia known as the country with the polite society especially in Java when the people talk with their native language but there is no standardization. People

⁶Boonjeera Chiravate, "Perception of Politeness in English Request by Thai EFL Learners", *3L: The Southeast Asian Journal of English Language Studies*, Vol. 17(2): 59 -71, 65.

⁷Reki Maro Sitohang and Setyo Prasiyanto Cahyono, "Phatic Expressions between Indonesians and Foreigners in the Casual Conversation", *Journal Article: Faculty of Humanities Dian Nuswantoro University Semarang*, (2013), 3.

merely depend on the feeling to measure politeness so; the researcher takes a research by title **Politeness in Phatic Communion Used by English Department Students at STAIN Kediri**. The aim of the research is to investigate politeness strategy of non-goal-oriented interaction used by English Department students at STAIN Kediri when they communicate using English. It is a crucial role during they realize to maintain other's feeling and to create so that mutual situation which is the time between speaker and hearer do not break, because people usually use strategy to communicate in their daily conversation whether they realize or not.

B. Research Question

This thesis mainly aims at investigating politeness strategy of English Department students at STAIN Kediri. Therefore, the writer states the research questions, as follows:

1. What kinds of politeness strategies in phatic communion are used by English Department students of STAIN Kediri?
2. How are the politeness strategies in phatic communion applied by English Department students of STAIN Kediri in intimate relation and distance relation?

C. Objective of the study

Based on the problems of the study mentioned above, the objectives of this research are:

1. To know kinds of politeness strategies in phatic communion are used by English Department students of STAIN Kediri.
2. To know how the politeness strategies in phatic communion are applied by English Department students of STAIN Kediri in intimate relation and distance relation.

D. Significance of the study

The finding of this research is expected to give both theoretical and practical contribution. Theoretically, the finding of the research is expected to be able to give a new source of the study especially about politeness strategy in phatic communion. And hopefully, the students of English Department can be better to understand about theory of politeness strategies and phatic communion during conversation.

The practical contribution of the study is to encourage people to apply politeness strategy not only in their first language but also in foreign language and to encourage people to apply phatic communion politely with looking at who the addressee in the communication.

E. Scope and limitation of the study

In order to focus, the writer makes the scope and limitation of this study. The scope and limitation of the research are important to avoid reader from any misunderstanding and misleading.

The scope of this research is about politeness. The researcher chooses the topic because politeness strategy is important thing to make hearer/

addressee feels pleasant which is directly used by people during speaking.

Because there are many theories of politeness strategy, this study is based on Brown and Levinson theory.

The writer makes limitation of this research at phatic communion used by English Department students at STAIN Kediri in the course of speaking 3. The researcher chooses this college because STAIN Kediri is the only one of the state college in Kediri. Besides that, the researcher has been studying in STAIN Kediri during the time.

F. Definition of key term

There are some key terms in this research. The following terms are the definition of the key terms:

- **Politeness** is an attitude application of good manners that is shown by speaker to be aware and respect to hearer in behavior, speech, etc.
- **Politeness strategy** is strategy that is used by speaker to create and to maintain respectful or considerate of others in communication so that the hearer will be feeling pleasure and comfortable.
- **Phatic communion** is a type of small talk to give respectful to other people delivered when two speakers break the silent of communication than will start or continue the conversation again.