

CHAPTER I

INTRODUCTION

1.1 The Background of the Research

Language is very influential in communication. The way one uses language is different from one to another. For instance, someone who comes from different ethnic group and social status also use language differently from people from others ethnic groups and areas. We should consider where we use language in particular area because if we have no background knowledge about the area we may get some troubles, such as miscommunication. People can judge us as impolite person because some basic rules/ knowledge we did not know before. That is why we need to use a strategy in social communication.

Politeness is the way of people expressing their feeling in good attitude. In social life we need communication to share with others and we also need interaction in society to build solidarity. But when we talk each other, we should consider the way of speaking and the choice of word. Sometimes, misunderstanding occurs in conversation especially from speaker's assumption. In the other words, we should apply politeness as the strategy of communication. It can creates good respond and atmosphere.

The standard of polite or impolite of the utterances is different, it depends on the existence and standard norm or value in that place. An utterance, which is considered polite in certain area, may be considered as impolite in another area. It is determined by the place where the utterance is used.

Yule (1996:60) stated that “politeness is a fixed concept in idea of polite social behavior or etiquette within a culture”. In our daily life, we convey a message in order to save the hearer’s face when the face threatening acts are inevitable or desired. This means that the speaker avoids embarrassing the listener or making him to feel uncomfortable.

People use politeness strategy in various ways. Brown and Levinson (1987 : 94) proposed five strategies of politeness. They are Bald on record, positive politeness, negative politeness, off record, and don’t do FTA. These strategies can be used as the framework to analyze the language behavior and language phenomenon that occur in social life. As we know that, we need interaction everywhere and we also have to know the background and culture of them cause it most influence when conversation occur.

Speaker can produce directive utterance in various ways. Usually, the speaker conveys directive utterance in a direct question forms in order to create a polite situation, more indirect an utterance, more polite it is. Directive utterance commonly occur in forms of ordering, commanding, requesting, advising, asking, threatening,

concluding, allowing, forbidding, persuading, and recommending. (Levinson 1983:240)

In this research, the writer is interested in conducting a study on politeness strategies of directive utterance as found in *Red Riding Hood* movie. The reason for choosing this movie to be analyzed was since *Red Riding Hood* is a classic fairy tale and the book debuted at No. 1 on the New York Times children's paperback bestseller list. As we know that fairy tale very influenced children in educate, support, and liberate the emotions of the children. Also, we know the characteristic of children tend to imitate something what they saw and what they heard. Thus, the politeness in this movie is analyzed and the strategy at is used.

1.2 The Identification of Problem.

Using politeness strategies in communication is strongly proven to avoid conflicts among people. In daily interaction, miscommunication and misinterpretation may cause potential damage. There is a certain time and situation where people need to use politeness strategies, so that their utterances will not give something bad effect or hurt their listener .

This research is focused on one problem, it is :

- What are the types of politeness strategies in directive utterances applied in *Red Riding Hood* movie?

1.3 Objectives of the Research.

The writer applies some related linguistics theories on politeness strategy on the data. This research is purposed to describe language phenomenon in social interaction. Moreover , this research is conducted to achieve one purpose :

- To find out the types of politeness strategies which are applied in *Red Riding Hood* movie

1.4 Scope of Study

The focus limitation is on directive utterances commonly occurs in form of ordering, commanding, asking, advising, threatening, concluding, allowing, forbidding, persuading, recommending, and then relates them to some politeness strategies as proposed by Brown and Levinson (1987). The politeness strategies consist of 5 (five) types. They are bald on record, positive politeness, negative politeness, off record, and do not do FTA.

1.5 Source of the Data

The data are taken from the conversation that occurs in *Red Riding Hood* movie. The movie is watched for several times, and then the utterances of the movie are written. Finally, the utterances which refer to the directive acts are selected and relate them to politeness strategies. Below, is one example of the datum taken from the movie.

Example: *Ceisar,*

Come with us to the tavern

Let the women grief in their own way

From the above example, the phrase “come with us” is a kind of command in directive acts because through phrase speaker expresses what he wants or speaker wants to get hearer to do something. The way the speaker conveys his utterance is a kind of Bald on Record since there is no effort to minimize the threat to the hearer’s face.

1.6 Methods of the Research

The method of the research follows three procedures. They are: collecting the data, analyzing the data and presenting the result analysis. In this research the data are taken from the conversation that occurs in *Red Riding Hood* movie.

In collecting the data the writer used non-participants observational method. The movie is watched for several times, and then the utterances of the movie are written. Finally, the utterance which refers to the directive act are selected and related them to politeness strategies.

In analyzing the data, the data are analyzed by using pragmatics identity method. Some theories were applied such as, first theory is proposed by Searle to find out the directive utterance in the movie. Second, Brown and Levinson’s theory on

politeness to observe the occurrence of politeness strategy. The last theory refers to Hymes's theory which focuses on the context of the utterance to support the analysis.

In presenting the result of analysis, the writer applied the informal and formal method by Sudaryanto (1993: 145). In the formal method the result of analysis is presented in form of table. In informal method the result of analysis is written in the form of simple and explanatory sentences.