CHAPTER I

INTRODUCTION

1.1 Background of the Research

Communication for human being is one of strategy to interact each other in daily life. It can be seen in human life when the human cannot interact to each other without communication. The human needs language to build a good communication, even the human who cannot speak also need one way to build communication by using sign or symbol like body language. Communication and language cannot be separated because communication without a language makes the interaction in human fails. Therefore, it can be concluded that the communication can run if there is a language as a link to interact each other.

Communication is not only found in daily life. The communication also can be found in a movie. As cited in Wikipedia, Movie is same as a film is type of visual communication that uses to play many pictures along with sound to tell a stories or teach people something. In daily life, most of people always watch movie for entertainment. Now days, movie is as role model for human being as a trend in which the human mostly follow the fashion, gesture, even till follow language style who the character used in the movie. It is uncommon for most of people imitate their idol in their favorite movie that people watched. It is why so many people change behavior due often watch the movie.

There are several advantages and disadvantages when people use movie as role model for them. The advantages of the movie are as the entertainment when

people was bored, to know the habit & culture from other country, get experience that never get before, as teaching media, etc. Then, the disadvantages of the movie mostly come from the kid. When the kids watch the movie the kids are lazy to study, often the kids imitate the main characters utterance and mostly impolite utterance. For example when the characters in the movie upset and express the anger with the words bastard, stupid, bitch, and etc. It makes when the kids also follow to use those words to express their anger even though those words is words which doesn't deserve to use the kids.

Based on the phenomenon that the researcher found the disadvantages in the movie. The researcher interested to analyze the movie that has purpose to know how many impolite utterances that the character in the movie used. As Culpeper (2011) states that impoliteness has characteristics that related between language and behavior which are considered as harmful deviations. Impoliteness is unit of pragmatics field study. According to Culpeper (2014) Pragmatics is one of branch in linguistics that study about language meaning related with the context that used between speaker (writer) and the hearer (reader). Thus, one of phenomenon that makes the researcher interested and related with impoliteness is about analyzing of impoliteness from one movie from a comedy drama of American television series that directed by John Terlesky that is *Ugly Betty Movie*.

Ugly Betty Movie tells about the story of a girl who has ugly appearance. The main character of the movie is Betty. Betty is the girl who smart, kind, and polite person. But, Betty has unlucky when Betty applying job because of her appearance. Her appearance makes the people who see her to be unfeeling,

unappreciative, and respect with her. Such as the conversation bellow is one of phenomenon impoliteness strategies that the researcher found in *Ugly Betty Movie*.

HRD : Betty Suarez ?
Betty : Hi, that's me. I have a hard copy of my resume if you need it. Should I follow you?
HRD : **Actually, there's been a mistake**.

Example above is just one of phenomenon of impoliteness strategies that the researcher found in *Ugly Betty* movie. The conversation is kind of impoliteness strategies from positive impoliteness strategy of disinterested because in the situation of conversation above. Betty is waiting to her name called by HRD to interview, when her name was called then Betty answer the HRD's call and the HRD look at her. Suddenly, HRD cancel out to interview her. Because HRD to be disinterested when HRD sees Betty's appearance. This factor is caused by physical appearance. So, the researcher is interested to research about impoliteness strategies that can be found in the character's utterance in *Ugly Betty* movie.

In order to get references compared this thesis about analyzing impoliteness strategies in *Ugly Betty* movie, the researcher seeks some previous studies related with impoliteness that aim for the originality of this research. It means, this research is never done by other researchers. The first research is the research by Erza & Hamzah (2018) from University of Negeri Padang. The research by Erza & Hamzah (2018) analyzed about impoliteness that found some comments on *instagram* of male and female entertainers. The aim of the research of Erza & Hamzah (2018) was to find out analysis of impoliteness strategies used the haters

on *instagram* comments of male and female entertainers. Erza & Hamzah (2018) used pragmatics approach and theory of impoliteness strategies by Jonathan Culpeper. The similar research between this research and Erza and Hamzah's research are have had the same object of the research is impoliteness strategies. Then, the difference of the research between this research and Erza & Hamzah's research are different data, data of Erna & Hamzah's research is Comments Of Male-Female Entertainers that contain with impoliteness strategies from *instagram*. Beside that, the data of this research is impoliteness strategies that the characters used in *Ugly Betty* Movie.

Moreover, the next previous research that has found by the researcher from Methias (2011) from Department of English language and literature in University of King Saud in Saudi Arabia country. The research of Methias (2011) was about analysis of impoliteness or underpoliteness of a Christmas dinner scene from Dickens's great expectations. The similar between this research and the Methias (2011) are same theory from Culpeper. Then, the difference of research between this research and the research of Methias (2011) are different source of data. This research took data from impoliteness strategies that the characters used in *Ugly Betty* movie, then the data of the research from Methias (2011) had source from a Christmas dinner scene from Dickens's Great Expectations. Based on previous research in above, the researcher wants to analyze some impoliteness strategies that can be found in *Ugly Betty* movie.

1.2 Identification of the Problem

After describing problem of phenomenon on above, the researcher makes identification of the problem into five categories. There are:

1. Types of impoliteness strategies used.

2. Types of face threat used.

3. The reason of the characters used impoliteness strategies in *Ugly Betty Movie*.

4. The factors that influence the characters used impoliteness strategies in *Ugly Betty Movie*.

1.3 Limitation of the Problem

The researcher limits the problem into two categories based on identification of the problem in which major problems mostly occur. Such as :

1. The types of impoliteness strategies that found in ugly Betty movie.

2. The factors that influence the characters used impoliteness strategies in ugly Betty movie.

1.4 Formulation of the Problem

The researcher can formulate main problems of this research to answer as explained in following research questions:

1. What are types of impoliteness strategies that found in ugly Betty movie?

2. What are factors that influence the characters used impoliteness strategies?

1.5   Objective of the Research

The researcher found some objectives in this research and why the researcher does this research below:

1. To find out and analyze types of impoliteness strategies that the characters used in *Ugly Betty Movie*.

2. To find out and analyze factors that influence the characters used impoliteness strategies in *Ugly Betty Movie*.

1.6   Significance of the Research

1.   Theoretically

Theoretically, this research is useful and has many purposes to the readers. First, this research is expected to give the readers further information about the results of this study are expected to know the types of the impolite languages or impolite gestures while speaking based on the context and the meaning of the speaker used impoliteness strategies. Second, this research is also expected to increase our knowledge and perception as good as in the application of materials science research, especially our knowledge of impoliteness. The last, this research will grow a comparison for other future research.

2.   Practically

Practically, this research is intended to be useful for the following parties. First, the results of this study are advised to apply one easy way to understand the differences existing language. Second, the right manner use of language to

understand each other in everyday conversation like converse in the family and surrounding.

1.7 Definition of the Key Terms

Movie
: Is same as a film is type of visual communication that uses to play many pictures and sound to tell a stories or teach people something. (Wikipedia, n.d.)

Impoliteness
: Characteristics that related between language and behavior which are considered as harmful deviations. (Culpeper, 2011)

Pragmatics
: One of branch in linguistics which study about language related with the context which used between speaker and the hearer (Culpeper & Haugh, 2017)