

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Linguistics is the study of language as a science. Human is a social being who need to interacts with each other. Communication allows us to engage to meet our diverse demands, whether for goods or services. Language to communicate the message we want to send. So that when this communication occurs between one another. In order to be successful in communicating, we must have a good an understanding of language.

According to Yule (1996), learning more about pragmatics is crucial because it allows individuals to comprehend that this subject can be used to discuss people's inferred meanings, assumptions, purposes, and the types of activities they take when they communicate. Politeness refers to the outward appearance or "face" of an interlocutor. Since generally speaking, considering people's Feelings need talking and doing things in an unconventional manner. A more complicated manner compared to when one is not using such taking sentiments into account, being polite, offering probably the most common source of indirectness, and justifications for not expressing oneself clearly, how people frame them had the purpose of when they made their utterances. Politeness occurrence can be seen not only in everyday talks, but also in movie dialogue. Politeness in a film can be seen in the characters, supported by circumstances and the language they use. As a, the dialogues between the characters in film become

a fascinating item to study. The researcher notices certain similarities in the terminology utilized.

In conditions of social remoteness or intimacy As stated by Yule (2015), The meaning of politeness is the awareness of and attention to another person's face. Face looks into a man's admiration for himself and how to retain that confidence in public or private. Faces are divided into two categories: happy and sad. The participant, along with a few others, must have a positive face. The negative face is the requirement that each capable, responsible fellow's activities be unrestricted by others. Politeness can be a privilege. When others appear socially distant, exhibiting awareness of other people's faces is often stated in terms of respect or consideration.

The research found the phenomenon in YouTube of The Late Late Show with the title Olivia Rodrigo Used Her Driver's License to Visit a British Pub on 27 March 2022. James welcomed his guest Olivia Rodrigo and actress Renate Reinsmen, they both having incredible years. After celebrating Olivia's 7 Grammy nominations and Renate's BAFTA nod, Renate shared how she got a job working at a Scottish bar when she was just 16. Then, the 19-year-old star of "Olivia Rodrigo driving home 2 u" shared how she was able to use her real ID to get into a pub after the Brit Awards.

James :“Where were you, what happened when you found out?”

Olivia :“**Yah, I mean the Grammy’s have been such a huge thing in my head,Grimmie’s usually happen in February. Because it’s my birthday. I’ve been so obsessed with it forever. The night before the nominations came out it was like Christmas”**

James :“Eve, I was so stoked”

Olivia :“I haven’t stopped thinking of it, you are such a genius”  
 Eve : “Thank you so much!”

This conversation happened at minute 1:12 - 1: 42 took in Grammy Nation and the liveliness of the event this time because it's February, also her birthday, and she didn't expect this to happen to her. It really gave James **positive strategy** energy and Eve listened to it and supported by sympathy from listeners. It means politeness appears naturally in every conversation and other face to face interaction.

James : “**Olivia, we have to congratulation you on your new film driving home.** What is the idea of wanting to do this?”  
 Olivia : “Yeah, So I am going on tour in few weeks just crazy.”

This conversation happened at minute 5:40 – 5:54 took in Grammy Nation when James got his opportunities to use exaggerated words to give the listener a **positive face**. James said “Congratulation you on your new film “, to Olivia. This strategy in which using the word, the speaker strives to present a good image to the listener “to congratulation you on your new film “By highlighting their solidarity, the speaker appeals to the listener's good side. Furthermore, politeness involves paying attention to other people's feelings and being polite means, one has to make the other person feel comfortable.

In order to study about the positive politeness, the research found the Movie “Chip ‘n’ Dale 2022” This film tells the story, which is set in a world where fictional characters from cartoons, movies, and other media coexist with real people, centers on Chip and Dale, who are trying to patch things up while looking into kidnappings of both friends and enemies thirty years after their show was canceled due to an argument play Monterey Jack for them.

Dale :” Oh , what if I did something like “ I’m into nuts”

Chip :” **Hahaha.. Good, good . I love it. great stuff**

This conversation happened at minute 1:33:02 -1:31:56 show that employs positive strategies. Which Chip was agreed and withdraw with what was said. this is the face full of patience shared with chip. The politeness can be interesting to the hearer. The results, the speaker in this context conveys a message so that it can express the speech conveyed to the listener. Furth more, the writer interesting to analyze politeness strategies.

Dale :”I wasn’t gonna show you this right now, but it just got delivered. so.... Ta - da!

Chip :”Double – date That’s hilarious. What is that?”

Chip :”it’s wild, right? **it’s my new show I’m gonna be a super boy.**”

This conversation happened at minute 1:30:01 – 1:29:51 show new private show to chip. in this case, it is related to concern expressed by chip and Tom. The word it’s “my new show” was show interesting to listener. When Chip was to super boy. Furth more the writer interesting to analyze politeness strategies.

The researcher used two previous studies to support this research. This previous study was taken from (Soegiarto et al., 2023) this study discussed about to identify the types of politeness strategies employed by the main characters in The SpongeBob Movie: sponge on the run .The result of this study showed there were 20 data contain the types of politeness strategies .Finally , from all of the types to be frequent type in this movie.

The second previous study from (Rayani Velia et al., 2023) showed that all the fifteen strategies are used by the characters in the movie. This study also used the theory by Brown Levinson (1987) to analyze the movie. The result of the study revealed that politeness strategies used in the main characters utterances because commonly asked some question to another character.

Positive politeness was chosen over the other politeness strategies because it is more interesting to analysis. It is hoped that by reading this study, many people will become aware of the various varieties of politeness that exist, each with its own specific set of abilities. Even works of culture and literature like films use positive strategies. This describes why academics are assigned to pick particular literary works, especially films, to be evaluated by the relevant pragmatic study. According to Flick (2014) film are discursive and social practices. Learner mirrors the social and personal structures and circumstances that are. This research will focus on analyzing the category and purpose of politeness strategies. This research would be entitled “An analysis of Positive Politeness Strategies in “Chip ‘n’ Dale: Rescue Rangers” Movie: Pragmatics Approach”.

## **1.2 Identification of the Problem**

1. The positive politeness strategies in Chip 'n' Dale: Rescue Rangers Movie
2. The purposes of positive politeness in Chip 'n' Dale: Rescue Rangers Movie
3. Functions of the positive strategies in Chip 'n' Dale: Rescue Rangers Movie
4. Meaning of the positive politeness strategies in Chip 'n' Dale: Rescue Rangers Movie

## **1.3 Limitation of the Problem**

1. The strategies of positive politeness in Chip 'n' Dale: Rescue Rangers Movie
2. The purposes of positive politeness in Chip 'n' Dale: Rescue Rangers Movie

## **1.4 Formulation of the Problem**

1. What are positive politeness strategies in Chip 'n' Dale: Rescue Rangers Movie?
2. What are the purposes of positive politeness in Chip 'n' Dale: Rescue Rangers Movie?

## **1.5 Objective of Research**

1. To find out the strategies positive politeness with character by in Chip 'n' Dale: Rescue Rangers Movie
2. To figure out the purposes of positive politeness strategies with character by in Chip 'n' Dale: Rescue Rangers Movie

## **1.6 Significance of the Research**

### **1. Theoretical significance**

The purpose of this study is to the kinds of positive politeness strategies used and what happened to the politeness strategy described in “Chip ‘n’ Dale: Rescue Rangers” Movie. Positive politeness is defined as the desire of the recipient for a positive face. So, the researcher gives an explanation of the types of positive politeness strategies so the reader understands them. So, I want to be able to help readers understand more about the positive politeness strategy. Finally, this research is a description for future researchers.

### **2. Practical significance**

The research can be used as an example of how to assess positive politeness methods in movies and as an alternative to utilizing movies to teach English. Can be study is a helpful reference to pragmatics and positive politeness strategies.

## 1.7 Definition of Key Terms

**Pragmatic** : According to Yule (1996) learning more about pragmatics is crucial because it allows individuals to comprehend that this subject can be used to discuss people's inferred meanings, assumptions, purposes, and the types of activities they take when they communicate.

**Politeness** : The definition of politeness is showing awareness and consideration for the face of another person Yule (2010)

**Positive Politeness** : As stated by Levinson (1987) The concept of politeness is the awareness and regard of another person's face. Face delves into a and admiration for himself and how to maintain that self-assurance in public or private.