

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

In human's daily life, they communicate one another and it will require the using of language. Rabiah (2018) mentioned that language is a set of symbols that individuals use to communicate and express their ideas and thoughts to others. Humans communicate and influence each other through this interaction, which exists between individuals, individuals with groups, and groups with groups. Interaction is the result of the communication that occurs during this process. This contact promotes the occurrence of social activities in society, making it an inextricable aspect of human life. When it comes to exchanging ideas or facts, everyone uses language in their own unique way. In addition, they have a wide range of words to use while interacting with others. They will be careful with their words and speak in a nice manner to keep things moving along smoothly.

Everyone will be careful in speaking when talking to people and have emotional expressions in speaking. Giri (2006) said that the circumstances in which we exhibit our most fundamental emotions—such as sorrow or happiness or anger or fear or disgust—are universal, but the ways in which we experience those feelings differ from culture to culture, according to this theory. They can use polite or impolite language when they communicate with other people. People who use polite language means they want to keep their relationship still

good. Then, People who use rude language do so in order to attack or threaten the other person's face linguistically. As a result, language has a huge impact on how we communicate with others.

When it comes to communication, people have different ways to express their ideas and thoughts. It can be expressed in a polite way. Politeness is always related to the face. (Brown and Levinson's as cited in Bustan & Alakrash, 2020) mentioned that there were two ideas of "face": negative and positive. Positive faces are the things that a member wants others to find attractive, such as love, freedom, and piety. A disagreement with one's own perspective has so failed to retain a favorable appearance.; A person with a negative facial expression "wants others to be unable to obstruct his activities." The term "facial threatening act" refers to an action that fails to preserve both the good and bad aspects of one's appearance (FTA). Therefore, if the hearer's face gets attacked by the speaker, that's called impoliteness. Anger, hate, disagreement, and disappointment are all common motivations for individuals to be impolite. To support this research, researchers found several phenomena.

One common phenomenon was discovered by the researcher in "The Tonight Show Starring Jimmy Fallon." Talk show in YouTube with the guest star cast from *Stranger Things*, with the title "Stranger Strings with the Kids of Stranger Things" and it posted on September 1<sup>st</sup>, 2016. In that show, the host name Jimmy Fallon asked the cast of Stranger Things to play the game named "Stranger Strings". The rule from this game that the player should read some cards that contain facts from each player, and take turns reading unknown facts

about each other, then spraying silly string on who they think each fact was about.

Jimmy: C'mon, can you read?

Finn: Woah, can I read?

Jimmy: Yes, can you?

Finn: **Can you host?**

(Lee, 2016)

From that dialog, when Jimmy as a speaker and asked Finn as a hearer, the hearer considers that he got humiliated from the host (speaker). Though, the speaker just wants to make the hearer whether he can read or not, he just makes sure, and the hearer doesn't think so. It shows the phenomenon from impoliteness strategies (sarcasm) because the hearer succeeds in making the speaker feel offended. As stated, Culpeper (1996) the hearer can reply the question from the speaker with sarcasm, because the hearer can intimate or offend the speaker in that conversation.

In addition, the researcher also found another phenomenon in "The Tonight Show Starring Jimmy Fallon." talk show on YouTube with the guest star actor Jason Bateman. It posted on November 23<sup>rd</sup>, 2021, with the title "Jeremy Renner Responds to Rumors About Black Widow and Hawkeye's Future The Tonight Show" in that show the host asked the guest star Jeremy Renner about the rumors in his series namely *Hawkeye*.

Jimmy: can I ask you some rumors?

Jeremy: sure, what do you got? Okay. I got some answers for you.

Jimmy: okay, Yelena - Florence Pugh from "Black Widow."

Jeremy: **who? Who's that?**

Jimmy: Yelena

Jeremy: Yeah, I don't know.

Jimmy: you don't

Jeremy: I'm not sure.

(Lee, 2021)

From that dialog, when Jimmy, the speaker asked the hearer about the rumors in his series, the hearer answered that he doesn't care about. It shows the phenomenon from impoliteness strategies (positive impoliteness) because the hearer is unconcerned with the speaker question "who? Who's that?" and end with laugh. It appropriates with theory Culpeper (1996) that is because It is termed positive impoliteness because it makes the other person "employ taboo words," "call the other names," "do not avoid quiet," and "do not shun small chat" are all examples of rules that may make a conversation awkward. With some phenomena found by the researcher, the researcher will choose the research topic in the reality show.

The researcher chose the "Hype House" reality show as the data source of the research and focus on the conversation between the characters and their interlocutor. The study will focus on reality show because it can reflect linguistic issues in general. In the reality show, there are several conflicting conversations that result in facial threats, in which the characters' use of each other's language is impolite. An American reality television program called Hype House debuted on Netflix on January 7, 2022. The program centers on the life of each character of "The Hype House", a collection of content producers who produce videos for the TikTok social media platform (Roth, 2022).

Moreover, the researcher found a phenomenon in a reality show named Hype House. This reality show released in 2022 by Netflix. From the beginning of the reality show, the conversation was held between Alex (speaker) and Kouvr (hearer).

Alex: he's gonna stay in the robe and wait. Then I'm gonna grab and bring Vinnie down the minute Vinnie walks into frame, he's gotta be like fuck.

Kouvr: are you fucking insane? **No, he would not love that sh\*t.**

From that conversation, the hearer used positive impoliteness to the speaker. The speaker's statement makes the hearer disagreement with his statement "are you fucking insane? **No, he would not love that sh\*t.**". It is appropriate with theory Culpeper (1996) that is positive impoliteness, it seems from the sub categories that divided by him, that is debating for the disagreement, also the hearer uses impolite statement when doing debating with the speaker like "shit".

Another phenomenon from the reality show named The Hype House (2022). The phenomena show in the beginning (episode 1), which the conversation between Thomas (speaker) and Michael (hearer). the situation is when one of them wants to invite one of the members to take part in a photo shoot and several other activities, but the listeners disagree with the speaker's opinion.

Thomas: I've already text him five times about us doing Hype House photo shoots, stuff like that. Absolutely no response, but we should invite chase.

Michael: Why even give him the opportunity?

Thomas: to be a better person.

Michael: **fu\*k being the better person.**

From conversation above, the hearer used positive impoliteness to the speaker. The speaker's statement makes the hearer disagreement and debating because of that statement and use impolite statement like "fuck". It is appropriate with theory Culpeper (1996).

This study is similar to several previous research. According to the theory that the author analyzes, the author refers to research that both discusses about impoliteness strategies in movie. The first research is conducted by Mirhosseini et al (2017) with their aim is to identify and evaluate the various ways that male and female characters in Ali Hatami's film Mother use impoliteness strategies based on the Culpeper (1996) model. The focus of this research is to look at how men and women differ in a number of important ways. but the primary emphasis of this work is to analyze the potential causes of these differences. The researchers used theory Culpeper (1996) and used qualitative method in their research. Positive impoliteness was shown to be more commonly used in this study, indicating that the male protagonist is more likely than not to harm the positive reputation of others, notably his sister. Furthermore, it is important to consider how power and gender play a part in how rude language is used.

Furthermore, the other research also discussed impoliteness strategies. The second is conducted by Sari et al (2019) that discussed about impoliteness in Peter Rabbit movie. The purpose of this study is to examine the film's use of rudeness and the reactions of its characters. They used the theory by Culpeper (1996) to support their research, regarding impoliteness strategies. The researcher used qualitative methods in their research. The data come from the film and storyline of Peter Rabbit. Researchers read, watch, and compare the movie to the screenplay for accuracy. As the result of this study, the researchers found that the characters in the Peter Rabbit movie employ 75 impolite strategies. Bald on Record has been used 30 times overall, giving it the most

frequently used strategy. Sarcasm or mock politeness was employed 15 times in addition to positive impoliteness. Negative impoliteness has been used a total of 12 times. Withhold Politeness was used only four times, making it the least frequently used tactic. It was determined that there were four different sorts of responses: accepting a facial attack, countering offensively, reacting defensively, and not responding at all.

The researcher chose the “Hype House” reality show as the data source of the research and focus on the conversation between the people and their interlocutor. The phenomena of impoliteness may happen during a conversation or debate. The researcher explores strategies and functions of impoliteness utilized by all members in reality show Hype House. With this aim, the researcher chooses the title **“An Analysis of Impoliteness Utterances in “The Hype House”: Pragmatic Approach”** for this research. There are a few considerations that encourage the researcher to use this title. First, the researcher is interested by the phenomena in conversation that contained in the reality show Hype Hose. Second, the phenomena in this reality show contain several strategies and functions of impoliteness. Third, the researcher is interested in discovering how the strategies and function of impoliteness are found in sentences of the conversation.

## **1.2 Identification of the Problem**

According to the study's background, the researcher discovered that there are several problems based on the background.

1. Negative face reflected in conversation.
2. Function of negative face to attack positive face.

3. The strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
4. The functions of impoliteness occurred in the expression of each character “The Hype House” reality show.
5. The factor that affecting impoliteness in “The Hype House” reality show

### **1.3 Limitation of the Problem**

As a result of the research identification. Limitations are necessary to keep the research on topic. As indicated below, the limitation includes two main topics.

1. The strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
2. The functions of impoliteness occurred in the expression of each character “The Hype House” reality show.

### **1.4 Formulation of the Problem**

Research questions are developing as a result of the problem's limitations. The following questions, which state the two main issues in the background, need to be addressed.

1. What are the strategies of impoliteness occurred in the expression of each character “The Hype House” reality show?
2. What are the functions of impoliteness that occurred in the expression of each character of “The Hype House” reality show?

### **1.5 Objective of the Research**

There is a problem with the research that needs to be solved. The following are the study's aims, as derived from the problem statement:



1. To find out the strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
2. To discover the functions of impoliteness occurred in the expression of each character “The Hype House” reality show.

## **1.6 Significance of the Research**

For the reasons that will be discussed in the next section, it is anticipated that the findings of this investigation will be both theoretically and practically valuable.

### **1. Theoretical Significance**

Theoretically, the researcher hopes that this study will increase readers' knowledge of the linguistic field of conversation analysis, especially about impoliteness in conversation.

### **2. Practical Significance**

Practically, this study is expected to be able to provide other researchers with knowledge regarding conversation analysis, particularly impoliteness strategies, and to serve as a model for future, more varied linguistic research.

## **1.7 Definition of Key Term**

**Pragmatic:** In conversation analysis, pragmatics is the study of speaker meaning as well as how people interpret and create a communication act in a particular environment. (Yule, 2010)

**Hype House:** The program centers on the life of each character of the Hype House, a collection of content producers who produce videos for the TikTok social media platform (Roth, 2022).

**Impoliteness:** Impoliteness is defined as when someone expresses their feelings through conflict-inducing slang and colloquialisms. When interacting with others, most people have little or no control over the language or actions they employ (Culpeper, 1996)