

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans have a way of communicating and interacting with language. According to Jurafsky and Martin (2020), language is a place where a person expresses feelings, ideas, signs, and formulations of character. In certain activities and situations, the way of conveying messages through expressions is called language. The type and form that language has is conversation. Every conversation that comes out of the speaker's mouth has a different meaning and purpose. According to Dharmayanti Eni et al. (2018), in communicating, in order to make the conversation run well and smoothly, it is important to know how to communicate well and correctly. People need to use politeness to get a good response from listeners both in spoken and written language. As stated by Yule (2020) that views in politeness, awareness and consideration of others by using an individual face. Therefore, the study of linguistics is called pragmatics.

Many branches of linguistics, one branch that explores the meaning of conversation is pragmatics. Leech (1983) said that pragmatics is the study of meaning related to conversational situations, pragmatics is a science that study the meaning associated with the speech situation. Then it can be said that in studying the meaning of speech, speech situations also influence the meaning and purpose of the utterances. Based on this opinion, the author concludes that pragmatics is a branch of science linguistics which studies the meaning and intent of spoken utterances carried out by participants (speaker and hearers) based on the current context and the occurrence of the speech. For example, such as keeping silent or

ignoring someone who is speaking or speaking at an inappropriate time. This kind of attitude is called impoliteness.

In linguistics, pragmatics has several chapters. One of those chapters is politeness. In interacting, the thing that is most concerned is applying politeness as a consistent concept in the form of polite social behavior in the environment, starting from the family, school and society. According to Cutting as quoted in Sartika and Johan (2021), politeness is a psychological situation that emotionally voiced, in the interaction politeness can be dissolved, can be applied continuously, or always improved in communicating with others. By implementing a politeness strategy, this can overcome the face of threatening action (FTA) with a face of saving action (FSA) strategy. Yule (1996) defined that politeness is a way to be sensitive to other people's faces when interacting. Pragmatically, politeness can be concluded as the way to respect or care for one's face or face one's self-image. In having a conversation, politeness is a concept that is important so that the image of oneself or the speaker looks good and maintain the self-image of others in order to remain respected.

Politeness consists of 4 strategies. According to Brown and Levinson (1987), there are four politeness strategies, namely: Bald on Record, Negative Politeness, Positive Politeness, and Off-record. In this research, the researcher choses a positive politeness strategy to analyze. Positive politeness starts with a positive person's face and a positive self-image that he instills for himself. Positive Politeness occurs when in a group there are members who think the same. When the speaker shows good things to the hearer, also showing that the speaker wants their relationship with the hearer to be stronger is what causes this positive politeness to exist.

Therefore, phenomena related to positive politeness can be found all around us both in the house, university, and community. In social media environments such as Instagram, YouTube, Twitter, Facebook, and others.

The pragmatics phenomenon can exist in every media, both print media such as newspapers, novels, books, tabloids, magazines, and social media. With the sophistication of technology, humans can now communicate face to face or remotely. With the existence of these media, it makes it easier for people to express opinions, create ideas, or convey their arguments in the media that has been provided, either written or oral. Not only through the media, the phenomena of politeness often occur in our lives, whether in families, couples, campuses, or others.

It can be seen that the phenomena of positive politeness are very much happening around us both in real life and in non-real life. Phenomena that occur in real life are events related to everyday life such as in families, schools and communities. Phenomena that occur in non-real life are events that do not appear in daily lives. These events can be seen or found in the media. One of them is Youtube. YouTube is a medium for searching, sharing, or watching various videos. Nowadays YouTube is one of the widely used platforms for uploading, editing, sharing, and watching videos. One of these phenomena can be seen on YouTube in got talent global account. The conversation happened in the studio between the jury and the participant when one of the participants got a golden buzzer and made everyone happy for his performance and break the atmosphere into fun. The conversation is stated below:

Speaker : **“You are wonderful, this is an extraordinary moment. I’m so happy to be a small part of it.”**
 Hearer : “Yes sir.”

This conversation took place in the studio. The jury was a speaker and the participant was a hearer. The conversation was included in politeness where the jury gave appreciation and praise to the participant who had succeeded in getting the golden buzzer. Comment from the jury is included in politeness because he really made the participant happy for his praise and positive comments. This research was also clarified by Yule's explanation that civilized social behavior, good manners in society or culture are called politeness. This polite behavior made humans become wise, generous, modest, and sympathetic to others around them. According to Yule (1996), exploring languages was linguistics as a scientific discipline. Humans as social beings who cannot live alone need to communicate with others. The application of politeness strategies took place when the speaker knew that saving the listener's face is crucial. Disrespectful behavior if the speaker spontaneously gave orders, for example with people who are not too close to him (strangers). This could mean that the listener feels threatened by the speaker's face.

Positive politeness is a behavior or attitude related to someone's happy face. The phenomenon in this research was found on YouTube on the account Stars Beauty Video, which was uploaded on April, 2023. This phenomenon occurred in the duration of 6.43- 6.59. The conversation was:

Speaker : “How amazing is that.”
 Hearer : “Thank you, sir.”
 Speaker : **“I mean seriously good one of the best voices. This is Amazing”**

This conversation took place in the studio. Speaker expressed his opinion about Hearer using verb exaggeration. The analysis above was included in the type of

positive politeness. Where the speaker exaggerated the statement about hearer by making a statement that was more than the actual situation. Usually in this strategy the speaker will show sympathy and to emphasize his feelings to the hearer. This strategy is called Exaggerate. This strategy can be spoken by someone with intonation and too much stress. Brown and Levinson (1987) explained that most of the speech acts, such as offer, request, disapproval and praise can reduce the speaker's face threatening actions (FTA).

Media that can be used for learning is movie. A movie is a work of art that contains a series of videos that are intended as a form of entertainment. The illusion of a collection of moving images creates prolonged motion in the form of a video. The making of this movie is quite famous in various parts of the world, therefore movies that are presented in the form of a big screen are always eagerly awaited in theaters. In the movie, you can also find pragmatic phenomena, one of which is positive politeness. Modern Family is one of the movie that can be investigated for the positive politeness. Modern family is a 2009 fantasy movie starring Christopher Lloyd & Steven Levitan. This is the story of three different but related families. Each dysfunctional member faces trials and tribulations in a unique comedic way.

Another phenomenon can be found in the movie Modern Family. When a child asked parents for their opinion about the clothes she was wearing. And her father answered the question by praising the child, and the child looked very happy with his father's response. The conversation was:

Phill : **“That looks really cute, sweetheart.”**

Haley : “Thanks”

The politeness strategy used in this conversation is positive politeness. This was included in the type of positive politeness, namely Notice, Attend to Hearer (wants,

interests, needs, and goals). This happened when a father complimented his daughter's clothes which look very good and fit when worn by her daughter. This conversation contained positive politeness because the speaker focused his attention on her daughter. The speaker also cared about his interlocutor, this is shown by commenting on what his hearer was wearing. As a result, the speaker's comments made the listener very happy. Brown and Levinson (1987) stated that social distance can be assessed through the frequency of interaction between the interlocutors. This theory assumed that a coherent interaction can express a sign of social closeness.

Next phenomenon can be shown in conversation when Manny won a race at school. Jay, as the stepfather, gave a gift to celebrated Manny's victory.

This conversation took place at school and occurred in the duration 8.55 – 8.58

Jay : **“Hey, champ! I got a little something for you”**

Manny : “And I have something for you, here

The conversation above took place at the race venue. At that time, Manny won the match and being 1st winner. Therefore, Jay as his step-father gave a gift to Manny to celebrate his victory. From the conversation, it can be analyzed that the conversation used a positive politeness strategy, namely Give gift to the hearer. It was obvious when Jay gave a gift to Manny openly. This prize was realized because Manny to be first winner in his competition. The gift was in the form of a toy that Manny liked. Manny was overjoyed at the attention and sympathy from his stepfather. In this case, giving gifts also fulfilled the wants not only for physical gifts but also mental gifts such as being recognized, loved, admired, cared for and so on (Brown and Levinson, 1987).

In addition to the types of positive politeness strategies, researcher also trying to find the types of maxims that violate the principle of cooperation in express

positive politeness strategies. According to Cutting (2002), there are four types of maxims. Those are violating the maxim of quantity, the maxim of quality, the maxim of relation and the maxim of manner. Cutting (2002) stated the cooperative principle sometimes conflicts with the politeness strategies. If the speaker want to express positive politeness, they may violate cooperative maxims. The phenomenon associated it can be seen below.

Phill : **“What’s a beautiful dress”**

Gloria : “Thank you, phil.”

The above conversation took place at Cameron and Mitchell's house. When they were celebrating an adoption party thrown by a gay couple named Mitchell and Cameron. To protect the listener's face, Phil violated the maxim of quality because he didn't tell the truth. He said the Gloria dress was good because it had its own purpose. He wanted to touch Gloria's body and dress. The author said this Utterance is a lie because in the movie, the dress that Gloria uses was very unattractive, not elegant, and too many bright colors that made it not fit on Gloria's body. According to Cutting (2002), sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims to protect the listener's face from words that are not pleasing to the listener.

In conducting this research, there were two previous studies that were used to support this research. One of the previous research by Marfirah and Ambalegin (2023). This research aimed at discovering the positive politeness strategies in Turning Red movie used theory by Brown and Levinson (1987). The results of the research were found 21 data of positive politeness strategies that expressed by the characters. Offer, promise occurred 5 times was most strategy used. Exaggerate 2 times. Use in-group identity markers 2 times. Seek agreement 1 time. Presuppose 1

time. Assert or presuppose speaker knowledge of and concern for hearer wants 2 times. Include both speaker and hearer in the activity was 4 times occurrence Assume or assert reciprocity 3 times, and Give gift to Hearer 1 time.

Another previous research by Damayanti and Mubarak (2021) aimed at examining about positive politeness in Oprah's 2020 Vision Tour Talk Show. It used the theory by Brown and Levinson (1987). The results of this research found 8 positive politeness strategies in the selected data source. This research also found that payoff and circumstances were the reasons why speaker used the positive politeness strategies.

Previous research and current research have some similarities, namely similarities in discussing positive politeness strategies and using Brown and Levinson (1987) theory. Then, there are similarities and dissimilarities between present and previous research. The similarities are discussing positive politeness strategies that use Brown and Levinson (1987) theory. Then, there are several dissimilarities between priors and current research. Researcher analyzed the relationship between positive politeness strategies and maxim violation. Cutting (2002), the cooperative principle is contrary to positive politeness strategies. Sometimes when speaker want to express positive politeness strategies, they tend to violate maxims. This aims at protecting the hearer's face from words that do not please the hearer. Cutting & Kenneth (2020) explained that when someone violates the maxim, the person says what the other person doesn't know or doesn't tell the truth. Therefore, the listener only knows from the outside according to what the speaker is saying. Furthermore, the second dissimilarity in the selected data source.

As a result, this research used a pragmatic approach entitled “An Analysis of Positive Politeness Strategies in “Modern Family” Movie: Pragmatics Approach”.

1.2 Identification of the Problem

Based on the background of the research, it can be found problems that can be identified, including:

1. Many found the use of FSA on social media.
2. The strategies of positive politeness found in Modern Family Movie.
3. The types of maxim violations applied by the characters in Modern Family Movie affecting the positive politeness strategies.

1.3 Limitation of the Problem

Based on the identification of the problem, the limitation focused on analysis. This limitation only focused on two main topics for analysis:

1. The strategies of positive politeness in Modern Family Movie.
2. The types of maxim violations applied by the characters in Modern Family Movie affecting the positive politeness strategies.

1.4 Formulation of the Problem

The limitations of the problem led to the creation of research questions. Questions based on the following research problem limitations:

1. What are the strategies of positive politeness in Modern Family Movie?
2. What are the types of maxim violations applied by the characters in the Modern Family Movie affecting the strategies of positive politeness?

1.5 Objective of the Research

This research is finally created to solve research problems and focus on achieve a goal. The aims of this research are:

1. To find out strategies of positive politeness in Modern Family Movie
2. To find out the types of maxim violations applied by the characters in Modern Family Movie affecting the strategies of positive politeness.

1.6 Significance of the Research

1. Theoretical Significance

The purpose of This research was to identify the most frequently used positive politeness strategies and the types of maxim violations applied by the characters in Modern Family Movie. This movie expressed 3 families that have their own characteristics. This movie had a comedic background which contained a lot of positive politeness. It also taught how to be a caring, complementary, and loving family member. The writer interested in analyzing the movie to make it easier for readers to understand positive politeness. In this research, the author will describe strategies of positive politeness strategies and the types of maxim violations applied by the characters in Modern Family Movie. In this research, the researcher will be able to make people who read the research learn more about the types of positive politeness and the types of maxim violations affecting the positive politeness strategies.

2. Practical Significance

In writing this research, the author aimed at making readers triggered to apply positive politeness in everyday life. Not only that, this research also aimed at making English Literature students had insight in the branch of linguistics, one of

which is pragmatics. This research also aimed at providing the author's knowledge to the general public about the strategies of positive politeness and the types of maxim violation affecting positive politeness strategies in Modern Family Movie. Finally, this research also aimed at providing a focus for readers to understand pragmatics deeply.

1.7 Definition of Key Terms

- Pragmatics** : Pragmatics is a branch of linguistics that studies hidden meanings or how to understand what meaning is conveyed by the interlocutor (Yule, 2020).
- Politeness** : Politeness is defined as caring about one another's faces (Yule, 1996).
- Positive Politeness** : Positive politeness is a strategy to apply the positive side of the person that is talking to and also maintain the positive side. For example, in everyday life, when in a group, the speaker treats all listeners the same without making any of the listeners feel alienated (Brown and Levinson, 1987).
- Violation** : Violation is something that makes listeners not know the true meaning of utterances (Cutting, 2002).
- Movie** : Movie is an entertainment in motion pictures. Initially the image is taken, cropped, and projected into a movie (Barsam & Monahan, 2016).