# CHAPTER I
# INTRODUCTION

## 1.1. Background of the Research

Conveying information to other people is a process of communication between one people to another using language as a tool of interaction. According to Mawarni et, al (2020), that humans as social living creatures convey and receive information by using language as a tool of interaction with other people. To simplify and expedite activities in a community, it can be done using language because language provides a function in human life to be able to communicate, exchange ideas, and provide ideas for the information obtained. The exchange of ideas and opinions can be done through conversation, because conversation is part of language. Human skills in communication provide opportunities to have conversations with other people with specific aims and objective, According Ehrlic in journal Suciati et, al (2022) language is a system symbol that comes from within each individual that is used in communicating to convey certain goals and objectives. It very important to know that language has other functions, namely showing identity, expressing feelings, and releasing emotions, so people need to know what important elements are contained in language. One important element that must be known is politeness in language so as not to offend the feelings and personality of the listener. Indirectly something felt by the listener can be expressed through by face. According Yule face means the public self image of a person, it refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. As consequence the study of linguistic is called pragmatic.

Pragmatics is an expression of utterance speech between a speaker and listener that has meaning based on the situation, According Leech (1983) on journal Santoso. Pragmatic also a science that studies meaning, meaning in this case is the meaning of conversation carried out by the speaker and listener. Talking about pragmatics, there are several things that influence pragmatics that

can appear in speech, namely the meaning of the speech, as well as the context in the speech. Therefore, the author concludes that pragmatics is a category of science based on the opinion above.

Of the several discussions contained in pragmatics, one of the most prominent discussions in conversation is politeness in speech expressions which can be reflecting the behavior of the speaker. Therefore, every utterance expressed by a speaker is not exactly the same because in general it can be caused by environment, education, age, characteristics, and gender. Therefore several of this factors greatly influence the conversational relationship between the speaker and hearer. Certainly there are several differences that greatly was influenced peoples live on language they used  is considered polite speech or not.  According to Leech (1983) as quoted in Haryanto et. al (2018) politeness is speech expressions that reflect good or ethical behavior. In general, speech that is expressed politely and well in words so that it achieves respect and doesn't force other people is called politeness. By using politeness strategies in conversation, can overcome face threatening actions (FTA), According to Yule politeness was showing awareness of another person face, and it was related to social distances or closeness. So politeness referred to the emotional and social sense of self that everyone recognizes, with the face of saving actions (FSA) strategy. According to Yule, (1996:156)defined it how to be critical of others people faces in interacting. It can be concluded that it is important to express oneself with good etiquette and politeness in speech expressions to maintain one self- image and good relationship with other people.

Basically, a politeness expression has various meanings contained in each utterance, but they must be based on the context. According to (Brown & Levinson, (1987) there are four types of politeness, Bald of record, positive politeness, negative politeness, and Off-record.

The focus of this research is to analyze positive politeness expressions. According to Brown & Levinson, (1987) positive politeness is redress directed to the addressee's positive face, his perenial desires that his wants should be thought of as desirable.  Politeness is very useful in communicating, it it can be interpreted

as a means of showing awareness to other people indirectly. Politeness concerns two things, namely a person's faced and as an indicator is self-image, because in general politeness is related to the relationship between two participant are the speaker and hearer, can be referred to as themselves of other people. society in general behaves as if it's good to maintein its image and that the other people respects, this statement refers to the desire of the face. However the importance of using politeness in interactions aims to establish close and good relationship with other people. It can be encounter the issues related to positive politeness in a community, workplace, and environment and other. The perpetrators of using politeness are none other than the people around us such as work friends, family, and others.

In conveying ideas, thoughts, was expecting to be conveyed by understanding the rules in language so as not to offend other people's feelings. According to Leech, (2014)) , politeness in language means considering the listener's feelings and desires when speaking and acting. Based on mentioned by Leech, (1983) politeness is related to human behavior towards others which can be expressed by verbal and nonverbal actions. In general, politeness includes appropriate clothing, facial expressions, gestures, dirty words and other things related to politeness. The politeness of every human being can describe a person's personality such in speech, how to dress and so on. The types of politeness are positive politeness, negative politeness, bald on record politeness, and bald off record politeness which are types of politeness categorized by Brown and Levinson, (1987). Several types of politeness have been proposed, but I only focus on discussing positive politeness.

Besides of all the explanatory stuff about positive politeness expressions, the research focused on strategies that intensify interest and the factor of the used.

Intensify interest is one of strategies in politeness expressions that function to neutralize situations and actions that threatening acts. The general issueobtained from social media YouTube such as was found on "The Ellen Show" which was uttered by one of the presenters is Ellen, the presenters show to a fan at the same time as a guest star at that time on YouTube channel social media. In the video, it can be seen that Ellen uttered words that convey her listener's desires by saying **"You're very sweet"** (Ellen, 2018). Diana is one of the members participants in "The Ellen Show" and also a fan of Ellen who was chosen as a guest star on The Ellen Show, after completee a challenge from Ellen to the people attended in her show, there was a conversation between the two of them while they were in front of the podium, the wordsutterance by the speaker to the listeners which gave and showed the listeners desires with the facial reactions of the guest stars at the show. A part of social media, newspapers, television are also a means of communicateed to entertain viewers and listeners. Social media has an important role in educating and informing the public about good and polite language patterns. In the social media, people can express various phenomena related to the use of good and polite language obtained from the information contained on social media.

Conversation between Ellen and Diana was categorized as an exaggerate types of positive politeness in the form of sympaathy, showed through the expression that Ellen said **You're very sweet.** The utterance of Ellen was an act of implementing her sympathy to Diana and protecting Diana face from FTA. In this conversation, there is a factor that influenced the choice to used this type of strategis , namely payoff. Payoff is benefits obtained by the speaker through the

actions taken. According to Brown & Levinson, (1987)payoff in positive politeness are to minimizing the FTA of the hearer. This is a factor influenced this type of strategies to be used.

Another phenomenon is found in the film "The Storyteller" movie where a little girl with a mysterious past can influenced the life of a fractured family. It begins when a bedraggled Abby shows up at the aging Rosemerry nursing home. Rosemerry greeted the Childs as if she were a relative, after that conversation took place and finally Rosemerry felt that the little girls was her sister who had returned after being away for a long time, and at the end of the conversation Rosemerry invited Abby to attend her birthday event, the conversation was:

Meggie : **I like you lantern looks like gizmo** does to**,** Peter pan I love that book looks like it's a really old copy
Abby : Yeach it's the oldest
Meggy : You getting settled in okay **(1:19:39 – 1:19:21)**

The conversation above can be categorized into the exaggeration strategy type in the form sympathy because the conversation above contains symphathy or exaggerates to the interlocutor by intensifying the hearer's interest in the speaker contribution. This conversation took place at home when bedtime arrived, Meggie was speaker and Abby is a hearer. The conversation started when Meggie entered Abby room and saw the lantern on Abby table, with exaggerating in the form sympathy for Abby lantern evident in her utterance **I like you lantern looks like gizmo.** It shows Meggie has saved Abby positive face.

The dialogue above shows how sympathythe speaker to the hearer's interest by using exaggerated expressions to make things seem more important.

There are two factors that influenced Meggie to use a strategy like this, are the first factor is the payoff Meggie gives to satisfy Abby desires as a speaker to avoid face threats because she is considered to have the same preferences. The second factor is social status which has power, is between adults and children which show their closeness, which are grouped into circumstances factors. Even though they have different statuses, they have the same desires.

Politeness is speaking or behaving in such a way that it seems useful or of value not only to ourselves but to others but especially to ourselves. According to Leech, (2014) The behavior of every human being is different, but one can judge through behavior in everyday life because politeness in human life is related to humbling oneself so that the people around us are comfortable and happy with us. In general, politeness can reflect one's self-image and can also have a negative impact on humans; one example is language politeness because it can characterize a person's personality through his own speech.

This research had two studies initially as support for this research. The first researcher was carried by Pramiardhani, (2021) analyze about positive politeness strategy used in "Up" movie using theory of Brown and Levinson (1987). The result of this research shows that the character produced the highest number of contexts of positive politeness in the utterance that found in give association clue context.

Besides that the second researcher was previously conducted by Septaria & Ambalegin, (2023)covered about positive politeness strategies used by the character in "Turning Red" and used the theory from Brown and Levinson (1987).

The result of the research contributes to knowledge of various positive politeness strategies that exist in "Soul" films and the role of research result to broaden understanding.

The current research and previous research found several differences and similarities, namely discussing strategies for expressing positive politeness using Brown and Levinson theory. Meanwhile, the differences between previous researchers are that it uses different data sources. This research used a pragmatic approach that leads to the discovery of issues using positive politeness expressions in everyday human interaction, using title "An Analysis of Positive Politeness Expressions in "The Storyteller" Movie" Pragmatic Approach.

## 1.2. Identification of the Research

1. The influence of positive politeness expressions in human life.

2. The use of positive politeness expressions in "The Storyteller" movie.

3. The positive politeness strategies used by the all characters in "The Storyteller" movie.

4. The factors influencing of positive politeness strategies used by the all characters in "The Storyteller" movie.

## 1.3. Limitation of the Research

1. The positive politeness strategies used by the all characters in "The Storyteller" movie.

2. The factors influencing of positive politeness strategies used by the all characters in "The Storyteller" movie.

**1.4. Formulation of the Research**

1. What are positive politeness strategies used by the all characters in "The Storyteller" Movie.

2. What are factors influencing of positive politeness strategies used by the all characters in "The Storyteller" movie.

**1.5. Objectives of the Research**

1. To find out the positive politeness strategies used by the all characters in "The Storyteller" movie.

2. To find out factors influencing of positive politeness strategies used by the all characters in "The Storyteller" movie.

**1.6. Significant of the Research**

    **a. Theoretical Significance**

This study aims to determine the part of pragmatics which has a study in the use of politeness in human language, making it easier to find out whether users understand the language well and this study also aims to provide broad new experience and knowledge to researchers in recognizing the politeness of the language used by the local community.

    **b. Practical Significance**

In this study, it is important to have several objectives in conducting this research, namely initially this study aims to make speakers understand all types of language politeness in both negative and positive forms, so as not to cause misunderstandings regarding the politeness of the language used

by humans. Every day and the second goal is so that speakers can understand the meaning of using politeness in everyday life, and finally, speakers can distinguish what politeness is used in each region or region.

## 1.7. Definition of Key Terms

**Pragmatics** : Pragmatics is an expression of utterance speech between a speaker and listener that has meaning based on the situation, According Leech (1983)

**Politeness** : Politeness was showing awareness of another person face, and it was related to social distances or closenessYule, (1996:156)

**Positive Politeness** : Positive politeness is redress directed to the addressee's positive face, his perenial desires that his wants should be thought of as desirable

**Movie** : The Storyteller Movie is a 2018 full family fantasy drama.