

CHAPTER I

INTRODUCTION

This chapter explains the background of study, research problems, objectives of study, significance of study, and also scope and limitation of study

1.1 Background of Study

Cultures have been the object of research for many decades. This is because cultures are very interesting. Cultures can be used to understand human society. Ellwood (1944) said that it is impossible to understand human society without understanding human culture; for the social behavior of human, whether it is domestic, economic, political, legal, moral or religious, is dominated by the culture of his group. Another reason why cultures are interesting is because cultures may be greatly different even between regions of the country. In fact, even such a small country like Japan has cultures more than we can count.

Japan is widely known as a country with many interesting cultures. One of the most interesting parts of Japanese culture is how Japanese people express their politeness. Japanese people not only express politeness through language (*taberu-tabemasu*), but also through body language such as bowing when greeting someone. For Japanese people, politeness makes their relationship harmony. This is in line with Leech's definition of politeness which is forms of behavior which are aimed at the establishment and maintenance of comity, i.e., the ability of

participants in a socio-communicative interaction to engage in interaction in an atmosphere of relative harmony” (1983, p.104.)

Japanese politeness is on the same boat with its anime. Their anime is considered being the best cartoon animation over the world. There is even a special name for Japanese anime movie fans, it is *otaku*. Anime indeed has become an icon of Japan, and when Japanese produces anime, they include this politeness culture into their anime so that the viewer will know their culture or even take a lesson from it.

However, despite the fact that anime actually contains politeness expression which is interesting to observe. Many people always overlook this and think Japanese anime as a negative thing. One of the reasons is because Japanese anime contains impudence. Anime such as *Crayon Shin-chan* has caused controversy. This is very reasonable because the viewers are mostly children. The children start imitating the character’s impolite behavior towards their parents after they watched the anime. This is because children cannot distinguish reality from fantasy; children tend to believe that what they watch in movies is a reality and acceptable. Violence is another reason why Japanese anime is a bad thing.

Indeed, many of anime may contain inappropriate element. Yet their politeness culture still can be seen even in a violent anime. Some anime, which mostly contains humors and violent such as *Gintama*, still applies politeness on the character’s language. When addressing the older people, the character adds suffix *-san* to the name. Also when they meet accidentally in a street, they still greet each other in a polite manner. Even so, rarely do people realize this fact;

they are so blinded by the bad side of the anime that they fail to recognize that behind those anime that they assume to be bad, there are still positive things in them.

Since characters in anime are rich in expressions, it is possible to study on them. The expressions the characters show are almost the same with those of human's, making them interesting to be studied on. Since Japan is famous for its politeness culture, studying about politeness through its anime will be interesting. Even so, not all anime reflects the culture. Therefore the writer chooses anime "*Hanasaku Iroha*" as the subject of study.

The reasons why the writer took this anime instead of other famous animes were because this anime reflected the real life. This anime follows the life of a teen girl who works as waitress in an inn owned by her grandmother. Ohana, who was used to living in city freely, was forced to follow the strict rules of the inn. Another reason was because this movie was rated for teens or older people who are in their critical age of absorbing common knowledge.

Actually, Studies on cartoon movies or politeness have been done many times. Some of the studies are done by Wenke (1998), Murniwati (2009), Stey (2009), Gökçearslan (2010), Karakas and Saricoban (2011), Achmad (2010), and Sari (2010). Yet none of the studies are the same with the writer's focus. This study combines three elements: cartoon, politeness, and Japan.

Hence, based on those reasons above, the writer was interested in studying Japanese politeness through anime. The writer would like to prove that anime can be good media to teach politeness. The writer took an anime entitled

Hanasaku Iroha, a famous anime among anime lovers especially for those who loves drama and slice-of-life genre, as the subject of observation. Thus, the title of the study is “*Politeness Expressions in Anime Hanasaku Iroha*”.

1.2 The Statement of Problems

1. How is politeness expressed by the main characters in the anime?
2. What are the purposes of their politeness?

1.3 The Objective of Study

1. To explain how the characters express politeness in the anime
2. To explain the purpose of their politeness

1.4 The Significance of the Study

This study has two significances; theoretical and practical significance. The theoretical significance of the study is that (1) the study gives more understanding on the politeness expression and (2) the study explains some politeness that is expressed by Japanese people through their anime.

While in term of practical significance, the study is expected to improve the politeness awareness, especially for those who live in an environment in which politeness is crucial as politeness expression may vary depend on the society. And also because the anime is about politeness in Japan, the study is expected to give an outline about how politeness in Japan may look like, thus will help those who deal with Japanese people.

1.5 Scope and Limitation

This study has two problems. For the first problems the politeness principle pointed out by Leech were used since his politeness principle is the easier one to understand. While for the second problems social dimensions proposed by Holmes were applied.

In order to keep the study on the track, the writer makes limitations for the data. The first one is the episode of the anime. Because the anime consists of more than 20 episodes, the writer decides to choose the most prominent ones; those are the first five episodes or episode 1-5. The second one is the politeness by the characters. As the anime has many characters, the writer chooses to focus only on the three female main characters' politeness towards other characters because the center of the story of the anime follows these three characters and they conduct the most of conversation throughout the anime.