

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters. They are background of study, statements of the problem, object of the study, significances of the study, scope and limitation of study. Those are the important thing to be explained because they will describe this study generally.

1.1 Background of Study

Aura is a western horror movie. This British film was directed by Steve Lawson where he also wrote the screenplay with Jonathan Sothcott. Aura movie told about lovers who find Kirlian Photography equipment in their new home. Intrigued by the concept of aura photographing, their people unwittingly releasing ancient evil. In their conversation, main characters produce a language based on the context of the situation.

In this movie, there are nine actors and actress that had been established by Stave Lawson. However, the writer will focus on four main characters which belong to Mitch, Diane, Ada, and Elaini. Mitch and Diane who had just been married have a difficulty in organizing his family, especially in financial. In other words, he decided to live in a scaring house with his wife in order to minimize his life needs. Elaini, as a mom of Mitch did not agree if her son and his wife lived in that house. Therefore, Mitch come up to shaman named Ada in order to overcome his problem. In this movie, they adjust a language in doing communicatioon, especially in politeness strategy. For instance, when Daine talks to Mitch that she is worried about her mother in-law if she and Mitch live in

a new house. Mitch as hearer tries to minimize the imposition which belong to Diane in order to satisfy hearer's face which belong to Diane. Look at the example below.

Diane: *It's okay. It's actually not that bad and while your mother was talking us expecting some kind of murder house.*

Mitch: *Yeah you shouldn't pay too much attention to my mom she and uncle Alex didn't exactly get along.*

Politeness strategies not only appeared in the real world, but also produced in various information media such as TV channels, YouTube, websites, and other media account sources. Yule (1996) politeness strategies are very important to investigate as it is used by people in their social interactions and in the specific contexts, knowing what to say, how to say, when to say and how to be with other people, especially in movie.

One of the way to avoid misunderstanding happens in interaction especially within culture is by showing politeness or good manner towards others. Politeness not only can be shown in daily interaction, but it also can be shown in another interaction such as movie. That kind of politeness shown in particular culture can reduce the interruption given in the social interaction.

The writer is interested in this movie because "Aura Movie" had become a trending horror movie television series in Indonesia which follows four main characters. It becomes a trending not only in Youtube, but also in popular website

movie like IndoXXX.com. It is identified from the number of viewer who watch the movie via YouTube and IndoXXX.com till 82 millions views.

The writer conducts the research about politeness strategies in *Aura Movie* because he is interested in the politeness strategies which are used by main characters on the movie. The main characters of the movie are Mitch, Diane, Elaini, and Ada. The difference of using politenes strategie will become the main analysis on their conversation.

Learning Pragmatics is important in daily communication. It might be because pragmatics is closely related to human's interaction. In human's interaction, everyone tries to understand the intended meaning of the word said by partner of speech and relates it with context situation. Then, it might lessen the risk of misunderstanding which happens among the participants of speech. However, recognizing the intended meaning and context situation are not the only way to lessen the risk of misunderstanding in interaction.

1.2 Statements of the Problem

Based on some reasons explained in the background of the study above and to make this research easier to solve, the researcher studies the particular problems as stated below:

1. What types of politeness strategies are used by main characters on
Aura Movie?
2. What are the factors that influence main characters to use politeness
strategies on Aura Movie?

1.3 Objectives of the Study

1. To describe the types of politeness strategies used by main characters on Aura Movie.
2. To explain the factors which influence the main characters to use politeness strategies.

1.4. Significance of The Study

A research should have an objective to be achieved through its research. This study provides theoretical and practical benefits. Theoretically, the researcher gives any information about the politeness strategies. Practically, it can help the other researcher to get information needed in his or her research about the using of politeness strategy.

The scope of this study in this reaserch is politeness strategies proposed by Brown and Levinson (1978). Furthermore, The limitation of this study is politenes strategy used by main characters on Aura Movie.