

CHAPTER I

INTRODUCTION

This chapter discusses about background of the study, research questions, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of the Study

Every human being in life always communicates and interacts both between individuals and individuals, individuals with groups, and groups with groups. One of the media used to communicate is language. Language is a system of arbitrary sound symbols used by people to work together, interact, and identify themselves. The function of language in society can be said to be a medium for conveying messages, information, expressing feelings, sharing opinions, thoughts from speakers to listeners. From language people will create communication, and from communication will lead to interaction. Good communication is needed by everyone in interacting with other people in public places so that good and effective communication occurs. In addition, good communication is needed because it can avoid misunderstandings and misinterpretations between speakers and listeners.

Linguistics is the study of language, and the object of linguistic study is language. According to Matthews (1997) Linguistics is generally defined as the 'science of language' or the 'scientific study of language'. Linguistics also studies the structure of language and all aspects that surround it, including Phonology, Syntax, Morphology, Pragmatics, Semantics and also several other sciences related to linguistics such as Sociolinguistics and Psycholinguistics.

In this study, the author wants to describe one aspect of linguistics, namely pragmatics. In linguistics, Pragmatics is a branch of linguistics that studies the external meaning structure of language, namely how linguistic units are used in communication. According to Yule (1996: 3) state that, pragmatics is the study of contextual meanings communicated by a speaker or writer and

interpreted by listeners or readers. Meanwhile, according to Levinson (1996:3) pragmatics is the study of the relationship between language and context which is grammatically summarized in the structure of language. Pragmatic studies tend to relate it to the meaning of the words people use in their social situations and the choice of words in context.

Politeness is one of the aspects discussed in pragmatics. Politeness is a form of action that a person performs towards another person. Politeness is one aspect of interaction that is intended to bring out elements of politeness in communication. To have a good interaction, people need to use politeness in interacting. Politeness has an important value to create a good relationship. It shows us how to maintain respect for one another. According to Yule (1996: 60), “politeness, in an interaction, can be interpreted as a means used to show awareness of other people’s faces”.

The face can simply be interpreted as a person’s self-image. In talking about politeness, the concept of face will always appear because politeness is done to respect someone’s face. Yule (1996:60) states, “Face means the public self-image of a person.” Meanwhile, Brown and Levinson (1987) define the face as a public self-image that each member wants to claim for himself. Self-image is something that is emotional and has a social impression that everyone wants others to respect or respect each other’s self-image. Thus, there are two types of faces, namely negative faces and positive faces.

Brown and Levinson (1982:65-68) say that the concept of face is universal, and it is only natural that there are various utterances that tend to be unpleasant actions called Face Threatening Acts, Actions that threaten face and abbreviated as FTA. Politeness is a form of action that a person performs towards another person. Threat face is a threat to someone’s face. Face Threatening (FTA) is an act that violates the listener’s need to maintain dignity, and be respected. Yule (1996:61) argues, “If a speaker says something that is a threat to another individual’s self-image expectations, it is described as a face-threatening action. This is where the politeness strategy is important so that the self-image of others and oneself is respected and not lost.

Politeness strategy is a strategy used to avoid or reduce the self-image damaging effects that arise from face-threatening actions by speakers. The Politeness Strategy was developed for the purpose of dealing with this FTA. Using politeness strategies when communicating with someone is one way to make them comfortable with the topic. In addition, Brown and Levinson (1987) state that there are four politeness strategies that speakers use when conveying FTA to listeners. They are bald on record, positive courtesy, negative courtesy, and off-record. Each strategy is used differently depending on the situation.

The phenomenon of politeness does not only occur in everyday conversation, but also in the dialogues contained in the movie. Movie is an audio-visual communication medium to convey messages to a group of people who gather in one place. The researcher chose movie as the object of this research because movie can be a medium for displaying real-life social interactions between people. This movie allows people to observe how language is used. In this case, the researcher chose movie as the data source for this study.

In this analysis, the writer uses the movie “Snow White and the Huntsman 2012”. Snow White and the Huntsman is a 2012 action fantasy film directed by Rupert Sanders, and written by Evan Daugherty, John Lee Hancock, and Hossein Amini. The film’s story is based on the famous German fairy tale ‘Snow White and the Seven Dwarfs’ by the Brothers Grimm. The film stars Kristen Stewart, Chris Hemsworth, Charlize Theron, and Sam Claflin and was released on June 1, 2012 in the United States. Snow White is the most beautiful woman in the kingdom. This is why Queen Ravenna wants to kill her and sends a hunter. But instead of killing, the hunter taught Snow White how to fight and the art of war. Now, Snow White is transformed into a warrior who threatens Queen Ravenna’s government.

The researcher analyzes the politeness strategy, because the researcher is interested in analyzing the politeness strategy and the researcher wants to know whether there is a politeness strategy used in this movie. In this study,

the researcher focused on politeness strategies in the movie Snow White and the Huntsman. This study aims to find out the types of politeness strategies and what factor influence the politeness strategies used by all the characters in the movie “Snow White and the Huntsman 2012”.

1.2 Research Question

1. What are the types of politeness strategies are used by all the characters in the movie script “Snow White and the Huntsman 2012”?
2. What are the factors influence of politeness strategies used by all the characters in the movie script “Snow White and the Huntsman 2012”?

1.3 Objectives of the Study

1. To identify and explain the types of politeness strategies used by all the characters in the movie script “Snow White and the Huntsman 2012”?
2. To find out what factors influence the politeness strategies used by all the characters in the movie script “Snow White and the Huntsman 2012”?

1.4 Significance of the Study

This study is expected to provide theoretical and practical benefits for readers.

Theorically, the results of the research are useful for researcher to obtain information about what politeness strategies are used in the movie script “Snow White and the Huntsman 2012”. In addition, it can be a reference in conducting relevant studies.

Meanwhile practically, the results of this research are also useful for the researchers who apply this study in their research either as a comparison of their research or as previous studies as a reference for further researchers to add the shortcomings of this research. So that this research can develop. It is also important to increase knowledge in the field of research, namely in the form of data collection, data processing to the level of presentation in the form of reports and is also useful for developing politeness strategies.

1.5 Scope and Limitation of the Study

This study focuses on politeness strategies in the movie script “Snow White and the Huntsman 2012”. The data from this study are in the form of words, clauses, and sentences containing politeness strategies collected from the movie “Snow White and the Huntsman”. The researcher collects all data or examples of politeness strategies that have been found and entered into the table. In this research, the writer uses the theory from Brown and Levinson (1987), for the types of politeness strategies and the factors that influence politeness strategies. The researcher then looked for words related to politeness strategies and also explained the types of politeness strategies and what factor influence the politeness strategies used by all the characters in the movie “Snow White and the Huntsman