

CHAPTER I

INTRODUCTION

This chapter outlines the research background, research problems, objective of the research, significance of the research, scope and limitation of the research.

1.1 Background of Study

Human and language are unity that could not be separated. Language is used by human beings to communicate among one another. By the use of the language in their daily lives, they can express their emotions, views and others. Without the use of language, it seems impossible for people to interact and communicate with others. Bonvillain (2019) states that there are symbols found in any language which convey meaning. Therefore, those symbols help the language users to deliver their messages through their utterances.

When people use language to communicate with others, they always want to have a conversation that runs well and goes smoothly because by having a good conversation, they can maintain a good and close relationship with others. According to Yaraghi *et al.* (2018) speakers have to be able to choose various communicative strategies to maintain a good relationship between both interlocutors and they also need to apply strategies to construct a good conversation. These strategies are also known as politeness strategies.

Politeness is one of pragmatics. Pragmatics is the study of the relation between language and context that are basic to an account of language understanding (Monroe, *et al.*, 2017). Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate (Taguchi, 2017).

Brown and Levinson's Politeness Model regards as negative politeness and positive politeness. Negative politeness is an avoidance-based, on-record strategy of self-effacement and restraint. Evidence of negative politeness can be seen in both the apology strategies themselves (e.g., avoiding responsibility), as well as individual linguistic and extralinguistic elements which constitute these strategies

(e.g., agent-less verbal constructs with *se* in Spanish, third-person verbal forms with the subject and its referent undefined (e.g., *me robaron el carro*, “They [no specific referent] stole my car”), and intonation. While, positive politeness is an involvement-based approach made by the speaker to ratify, understand, approve of, and admire the positive image of the addressee.

Politeness phenomena occur in daily conversations, even also in the president’s conversation. Donald Trump is a famous figure as a politician on politics in America. Donald John Trump was born on June 14, 1946. He is a businessman, reality show presenter, politician and the 45th President of the United States. Trump's political positions have been described as populist, protectionist, isolationist and nationalist. He entered the 2016 presidential election as the Republican nominee and successfully defeated Democrat Hillary Clinton despite losing in the popular vote, becoming the first president of the United States with no prior experience in military service or in government. Trump's policies include renegotiating US-China trade agreements, rejecting several trade agreements such as NAFTA and the Trans-Pacific Partnership, enforcing stricter immigration laws and building a wall along the U.S.-Mexico border, veterans' care reforms, cancellation and replacement of the Affordable Care Act, and withholding taxes.

In this case, Donald Trump used a politeness strategy during conversation. This is due to the politeness in language used by politicians during they want to build their career in politics. For politicians, politeness in their utterance can increase the popularity and improve their image to his people, his friends, and his political opponents. In the conversation, when politicians want other people to believe with his utterance must use politeness strategies.

Meanwhile, his conversation with CNN is also very interesting to study, because it is not only from the politeness contents but also the impacts arising after his conversation was delivered. Trump is able to use English fluently as his communication device. He also appreciates the similarity of the societies thought than his political interests and he is also able to put English with guests and listeners that what presented is able to be carefully understood by all attendees. English has become the international language agreed, then in that event with

guests who come from domestic and foreign, he used English well. English become compulsory for communicating and interacting with people in other countries.

In this study, the writer uses Donald Trump video on *YouTube* about Rising U.S debt and threat of default as the writer corpus of study. In the text of Donald Trump's conversation, there are many politeness strategies used. The conversation examined using Brown and Levinson theory about politeness strategies. Finally, the writer is interesting to do research entitled **“A Study of Linguistic Politeness Strategies in Donald Trump Conversation About Rising Us Debt and Threat Of Default In CNN”**.

1.2 Research Problems

Based on the focus of the background above, the problem statement of this research is:

1. What are the types of politeness strategies used by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default?
2. How does politeness protect or harm the recipient's face by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default?

1.3 Objective Of The Research

In relation in the problem statement above, the research aims:

1. To describe the types of politeness strategies used by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default.
2. To describe the politeness, protect or harm the recipient's face by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default.

1.4 Significant Of the Research

The result of this research is expected to be useful information to the readers. Thus theoretically, this research is anticipated to enhance the understanding of pragmatic linguistics, particularly in the investigation of

politeness strategies, contributing to the overall knowledge in this field. In addition, this study is expected to provide accurate information for understanding the theory of pragmatics about politeness strategy and became knowledge for further research in the same field and provide enough information about related topic.

Practically, this research is expected to increase for the society knowledge in choosing the strategy of communication and it is also expected for people who want to learn further about linguistic.

1.5 Scope and Limitation Of the Research

The scope of the research is focused on analyzing politeness strategies theory of Brown and Levinson (1987) used by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default. This study analyzes the utterances which contain politeness strategies used by Donald Trump in his conversation with CNN about Rising U.S. Debt and Threat of Default based on Brown and Levinson theory of politeness strategy.

And in order to keep the study broad, the researcher focuses on the utterance of Donald Trump in the conversation with CNN about Rising U.S. Debt and threat of default. It means that the study not discuss deeply about the worldview or social condition of America.