

CHAPTER I

INTRODUCTION

1.1 Background Study

Language is one of instrument communication. In relation to this study, language has two primary functions. Those are interactional function and transactional function. The first function refers to conveyance of information while the second function refers to how language is used to establish social relation. It is related to interactional function, people must see whom they will speak, because there are some expressions that can be admitted as respectful. It needs identification of social values of society in order to in conversation has polite speaking. In making a decision about what is admitted as polite expression in some community will involve social relationship value in long dimension of social distance or solidarities. Being polite may also involve formal dimension.

Politeness always used in daily conversation and also act, both formal and informal situation. Someone should know politeness strategies when he talks with the others. There are some daily interactions that is included the politeness such as offering, requesting, apology, refusal and any more. In relation of this study, the politeness in an interaction can be defined as purposed to show awareness of other person's face (Yule, 1996). It means that politeness is used to show awareness and respectable to each other's. Face means self-image of individual person. It can show the respectable of communication and establish a relationship in individual or public situation. Sometimes a conversation threat face wants both of speaker and hearer. If speaker says something that represents a threat to others, it is called

a face threatening act (FTA). Therefore, among speaker and hearer are suggested to respect each other face want. Politeness is used to effort in reducing face threatening. Face is categorized in two types. Those are positive face and negative face.

Politeness strategies are used by speaker to avoid FTA. According to Brown and Levinson (1987) politeness strategies are divided in to four types. Those are: bald on record, positive politeness, negative politeness and off record. There are some factors that make the use of politeness to be influence. Those are: social distance (D), relative power (P), and the rank of imposition (R).

Talk show is one of program that most common in television. It is kind of chatting. Generally, talk show consists of three participants. They are host, guest and audiences. There are many variations of talk show. Talk show can be shaved seminar, discussions, dialogue, or debate. There are many topics that can be discussed in the talks show, Such as personal profile, educations, politics, religions, economy, etc. (Brown and Levinson (1987). The talk show program that is presented by Indonesian television like today's Debate, Hitam Putih, Rumah Sule, Bukan Empat Mata etc.

The writer is interested in analyzing about politeness strategy used in talk show program. He will analyze the politeness strategy is used by two candidates in *Mata Najwa Talk Show*. This talk show is one of excellent program presented by Metro TV. The Program was broadcasted on 27 Mart2017. The talk show presents some guests as one of participants in the debate candidate DKI.

The writer selected to be researched is *Mata Najwa Talk Show*. It has topic “*The Candidates of Jakarta Governor in the Final Round 2017*”. This talk show was broadcasted on 27 marts 2017 at Metro TV. The talk show program is interesting. It has some benefit to the people especially to student of university in order to know about information which is related to development country.

This video interesting to be analyzed. It because there are many politeness utterance between the debatter in the video. However, the video also delivery moral values about the important of the utterances politeness strategies.

The witer provides the example of the dialogues of the debater to make it clear. See an example of the data.

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Najwa : Saya minta opsinya ketika semua sudah selesai. Pak anis
(*I ask for the option when it's all done. Mr. Anis...*)

Anis : Pak Basuki, **dengan segala hormat!** Kota tempat pak Basuki tinggal namanya Jakarta utara. Disana angka partisipasinya ya anak SMA hanya 52% artinya 48% luar sekolah. Jadi KJP bapak itu hanya menjangkau separuh dari anak-anak dikota tempat tinggal. Betapa tidak adilnya pendekatan seperti ini. Nah, ini yang akan kita ubah (*Mr. Basuki, **with all respect!** The city where Mr.Basuki lives his name is North Jakarta. There is a high school participation rate of only 52% means 48% outside the school. So your KJP only reaches half of the children in the city of residence. How unfair this approach is! Well, this is what we will change*).

In the dialogue above happen when Najwa ask for Ahok an option to continue when all have been finished. While Anis give his argumentation. Anis stated “*Pak Basuki dengan segala hormat!*”. Anis’ utterance is negative politeness. It includes in giving deference. Because According to Brown and Levinson (1987) give deference is related to the power differences between the

speaker and the hearer. The speaker can show his/her respect to the hearer by his/her expression. Anis used this negative politeness because he wants to clarify his argumentation in giving deference utterance.

1.2 Statement of Research problems

1. What are the types of politeness strategies used by the candidate and host?
2. What factors influence the candidates to use politeness strategies and host?

1.3 Object of the Study

1. To explain the types of politeness strategies used the candidates and host.
2. To explain the factors influence the candidates and hostuse politeness strategies.

1.4 Significances of the Study

Theoretically, this study is expected to give some contributions for the readers that want to analyze the same theory. This study also will hope to give best explanation about politeness and information how to analyze politeness strategy in talk show programs. This study also will become a reference for the next writers who want to analyze politeness strategiesusing different sources of data.

Practically, the writer expected that this study can help other people to interaction each other by using politeness strategies. And also it will help an English lecturer in finding politeness strategies as an additional resource in the pragmatic subjects and student of English department can conduct the study on pragmatics, particularly based on the theory of politeness strategies in talk show.

1.5 Scope Limitation of the Study

The scope of this research is pragmatics studies. This study is concerned with politeness strategy used by the two speakers as the candidates for governor in the talk show. The writer just focused on their utterances to be analyzed using politeness strategies. Furthermore, this research limit is in *Mata Najwataalk show* which topic is *the candates of Governor in the Final Round Election Debate 2017*.