

CHAPTER I

INTRODUCTION

This study deals with analyzing the bald-on record strategies that exist in daily life. This belongs to pragmatic approach. This chapter gives brief of explanations of background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Every human used language to communicate with other people in their society. Language used depend on the situation where person have to create a polite conversation. Watts (2002, p. 2) said that polite is crucial to successful communication with other people and impoliteness negatively influences the way a person is preceived, bringing judgements of being rude, uncooperative or off hand. Politeness refers to the situation where we respect the others to the hearer or who addressed. In Politeness there some strategies used in conversation.

Brown and Levinson (1987) said that there are five strategies, there are positive politeness, negative politeness, off-record, no Face-Threatening Act (henceforth abbreviated FTA) strategy and on-record strategies to be chosen. On-record should be minimized particularly in a context where there is asymmetry in the power relationship between the speaker and the addressee, such as the political organisation context. This is because on-record strategies do not involve any actions that help minimize levels of face-threats.

Politeness can be found everyday, everytime, everywhere, and any places around us. In the case conversation, the researcher attempts to dig out the smaller unit of conversation which is closely correlated to the term of politeness strategies specifically bald-on record strategies in conversation. Looking at the basis of bald-on record in conversation, the reseacher links the term to the umbrella of pragmatics.

This study carried out in the inn of Madrasah Aliyah Negeri Bangkalan because this inn has full occupancy and is more affordable in Bangkalan. Many customers visit there to stay in the inn of Madrasah Aliyah Negeri Bangkalan everyday. This Inn of Madrasah Aliyah Negeri Bangkalan is often visited by many salesmen who come from Sumenep, Pamekasan, Bangkalan, and Sampang. And they also come from Probolinggo and Lumajang which used Madurese language. The Inn of Madrasah Aliyah Negeri Bangkalan as the place of Madurese salesmen which choosen to be the source of data, because the Inn of Madrasah Aliyah Negeri Bangkalan is one of the inns in Bangkalan regency.

This study investigated conversations which are closely correlated to the term of politeness strategies specifically bald-on record strategies in conversation. So, in this case the writer tries to know whether there are bald-on record strategy or not in their conversation. The writer elaborated conversation of Madurese salesmen and the receptionist in the inn of Madrasah Aliyah Negeri Bangkalan. In the case of bald-on record strategy is used by Madurese salesmen and the receptionist in the Inn of Madrasah Aliyah Negeri Bangkalan and sub-strategies of bald-on record strategy.

This study was conducted to develop Madurese language through conversation. So, upon investigating this study, Madurese salesmen and the receptionist will know that Madurese language is beneficial to understand and to easy in conversation in Madura Island.

One of bald-on record strategies used by a Madurese salesman and the receptionist can be seen below. The bald-on record strategy will be taken when Pamekasan salesmen are doing conversation with the receptionist. They were talking about a bedroom at upstairs floor to the receptionist. See following bald-on record uttered in a conversation below:

- Salesman : Tèllo orèng, keng sè kâduweh ghi' badhâ è jhâlân.
Mas engko' **mènta** kamar è attas!.
(Three person but, two person on the way. Mas, I ask upstairs bedroom please!
- Receptionist : Enjâ' mas, lo' ollè neng attas mon neng bâbâ kosong.
Brâmpah are bâ'na sè ngenepbhâ e dinna' mas?
(No, you can not stay at upstairs floor if there is unoccupied bedroom at under floor. How long will you stay here?)
- Salesman : Ta' tao mas, pècana dâgghi' dhânte' tang kancâh bhâi.
(I don't know mas. Whatever my partner only later).

The conversation between a salesman and the receptionist show that a salesman used bald-on record. The bald-on record *mènta* was used a salesman does conversation with receptionist when he wants to ask a bedroom to stay in the inn of Madrasah Aliyah Negeri Bangkalan. The word *mènta* means to *ask* in English, *mènta* means to *meminta* in Indonesia and *mènta* used by old people to young people and also *mènta* in polite Madurese language 'nyo'on' used young people to older people. *Mènta* is included requesting of bald-on record strategies because *mènta* used by old salesman to request a bedroom to the young

receptionists. The case shows that expression of requesting used by a salesman is one of sub-strategies of bald-on record strategy.

1.2 Statement of the Research Problems

Related to description of background of study above, the writer investigate the following problems:

1. What are sub-strategies of bald-on record strategy used by Madurese salesmen and the receptionist in conversation in the inn of Madrasah Aliyah Negeri Bangkalan?
2. How is bald-on record strategy used by Madurese salesmen and the receptionist in conversation in the inn of Madrasah Aliyah Negeri Bangkalan?

1.3 Objectives of the Study

Related to statements of the research problems above, this study intended:

1. To identify the sub-strategies of bald-on record strategies used by Madurese salesmen and the receptionist in conversation in the inn of Madrasah Aliyah Negeri Bangkalan.
2. To describe the way bald-on record strategy used by Madurese salesmen and the receptionist in conversation in the inn of Madrasah Aliyah Negeri Bangkalan.

1.4 Significance of the Study

The study of expected to provide theoretical and practical contributions. Theoretically, the writer hope this study can enrich reader's knowledge about politeness strategies especially bald-on record strategy. Practically, this study will provide a reference for the next writer especially who will investigate about bald-on record strategy and also can be useful for students to learn about politeness strategies especially bald-on record strategy.

1.5 Scope and Limitations

In order deep the study, there are two borders used by the writer to limit this study. This scope of study focuses on pragmatic study just limited to explain politeness strategies specifically bald-on record strategies. And how utterances used Madurese salesmen and the receptionist in conversation. Then, utterances indicate sub-strategies of bald-on record strategies become a data of this study. The writer limits the analysis only in conversation of Madurese salesmen and the receptionist in the inn of Madrasah Aliyah Negeri Bangkalan when they talk to the same Madurese salesmen and the receptionist.