

CHAPTER I

INTRODUCTION

This study deals with analyzing the politeness strategies that exist in daily life. This study belongs to pragmatic approach. In this case, this study is started by describing the background of the study, statement of the problems, objectives of the study, the significance of the study, and scope and limitation of the study.

1.1 Background of Study

Language has an important role in human's life, because it is used as a means of communication and it is able to build human relationships. People, as social creatures, need to socialize with one another. Generally, to maintain social relationship, people need more than one variety of language, especially in the way they speak to other people. One of the varieties is politeness.

According to Yule (1996), politeness is defined as the means which is employed to show awareness to another person's face. In addition, Holmes (1992) states that generally speaking politeness involves taking account of the feelings of others. A polite person makes others feel comfortable. Basically, people have different behavior to speak, especially in their politeness. Those differences are influenced by education, age, personality, sex and setting. All of them have relationships and interactions with each others.

The writer conducts the research about politeness strategies on *Cops TV Show* because he is curious about the politeness strategies which are used by police officers, for example, when a police officer speaks to a driver who does not obey traffic laws. In addition, this writer analyzes conversations which occurs

between police officers and the driver in a TV program in America namely “*Cops TV Show*” as the source of data in this study.

The “*Cops TV Show*” program is one of the true and unscripted reality shows. It follows the activities of police officers by embedding camera crews with the police officers unit. The formula of show follows the cinema verities convention with no narration or scripted dialog, depending entirely on the commentary of the police officers and on the actions of the people with whom they come into contact.

The writer is interested in this show because “*Cops TV*” is a trending American documentary television series that follows police officers, constables, and sheriff’s deputies during patrols and other police officer activities. <https://www.youtube.com/watch?v=7R0CkduuWQ4>, https://www.youtube.com/watch?v=wND19tly_zU. It becomes trending in YouTube, it is identified from the number of viewer who watch its video and it is one of longest-running television programs in the United States and the second longest running show on fox. Created by John Langley and Malcolm Barbour, it premiered on Saturday march 11, 1989 until present. These programs are guided by police officers and the driver who breaks the rule on the streets.

There are few related previous studies about politeness strategies. There are two previous studies that are taken as comparison to prove the difference between previous studies and this study. Both of previous studies are *A Study of politeness strategies used by Rachel to her best friends in friends tv series* by Lindaria (2003) and *Politeness strategies of desperate expressions used by Bree*

Van de Kamp in “*Desperate Housewives*” television series by Magdalena (2008).

Both were concerned on analyzing politeness strategies that were used by persons in the movies and TV series. It means that the speakers applied politeness strategies only based on the prepared text based on the context, situation, and the speaker’s intention. Meanwhile, this study analyzes politeness strategies that are used by police officers when giving traffic ticket on the way that is recorded in *Cops TV Show*. Politeness strategies that are used by the police officers are not arranged and set. So they occur naturally. This is what makes this study different with the previous studies.

1.2 Statement of Problems

Through this study, the writer emerges the following questions:

- 1) What politeness strategies are used by traffic police when giving traffic ticket?
- 2) What factors influence the traffic police to use politeness strategies?

1.3 Objectives of the study

- 1) To explain several politeness strategies used by traffic police when giving traffic ticket.
- 2) To explain the factors which influence the traffic police to use politeness strategies.

1.4 Significances of The study

Theoritically, this study is expected to be a reference for further studies which analyze the same source of data or use the same theory. This study is also

expected to give a better understanding about politeness strategies and to give information about how to analyze politeness strategies systems in the “*Cops TV show*”. The politeness strategies are like the soul of conversation because it is always used in any kinds of conversation; either formal or informal. Everyone needs to pay attention in applying the politeness strategies to make the dialogue occurs smoothly. Therefore, applying politeness strategies in conversation is an important thing to learn by a speaker and a listener.

Practically, this study can help the reader to know how to apply politeness strategies correctly. It also can be applied by the police officers when they give traffic ticket to either drivers or readers who disobey traffic light or make cream on the street. So they can handle or solve the problems easily by using politeness strategies.

1.5 The Scope and Limitation of The study

The scope of this study is pragmatics. This study is concerned with politeness strategies used by police officer and focus on analyzing the utterances of the police officer. Furthermore, this study is limited on the police officer’s statement that consist of politeness strategies when giving traffic ticket to breaker of traffic sign.