

CHAPTER I

INTRODUCTION

This chapter provides background of the study, research problems, objective of study, significance of study, and scope and limitation of study, to lead the study to become structured and show conception of politeness.

1.1 Background of the Study

People depend on other humans, so the interaction between them is built. In the process of communication, people may shift their purposes, ideas, thoughts, and intentions. Moreover, delivering messages to become appropriate needs a medium, language is the most suitable medium because it has the capacity to convey a message effectively. That is related to the statement developed by Wardaugh (2006) "Language allows people to say things to each other and expresses communication needs". In consequence, language is a crucial tool that is eternally used by humans to make the communication well-stand as their intentions. In building positive relationships, people employ suitable language that is easily understood by others in specific situations. That is because human beings are distinct from other creatures because they have the capacity for language and thus can think, reason, communicate, and coordinate their actions with others (Sandstrom, 2008).

Certain communities have languages for their daily activities, setting them apart from others. Each community's culture shapes their distinct characteristics. Cultural background is one of the aspects that affects the language, in line to the way people communicate. According to Thanasoulas (2001) language does not exist apart from culture, that is from the socially inherited assemblage of practices and beliefs that determines the texture of our lives. Various conceptions of communication as a type of social interaction are refer to "types," "patterns," "forms," and "practices" of communication. Basically, these various ideas all refer to the same basic idea. This is an awareness that communication is grounded in "social rules" that are applied situationally rather than being just "temporary" These rules cover "use of symbols" as well as to "rules for applying these in practice." The

level at which each of the mentioned expressions locates and contextualizes these norms differs (Hepp & Hasebrink, 2015).

When people communicate, they will pay attention to their expressions, either non-verbal communication or verbal communication. In this case, communication in form of utterances is crucial when interaction between people is going, because people can conduct the communication through the context what they are speaking about, so they can choose what kind of proper words or verbal expressions. Verbal and nonverbal communication is an aspect that must to be emphasized for people since they used the words to convey the message to the other orally (Wahyuni, 2017).

In the context of communication among society, people deal with differences many aspects such as, social status, age, ethnicity, age. People may find those differences challenging since they have to adapt their utterances to express their thoughts and emotions depending on the context and situation. Because they typically prefer not to force the topic or oppose the hearer, people sometimes find difficulties to express themselves explicitly (Holtgraves, 2002). Therefore, politeness expression is important in communication. A variety of communication expressions must be used when establishing social interactions in order to accomplish communication objectives. Linguistic analysis recognizes a number of social interaction types such as direct or indirect politeness (Gunawan & Aprizawati, 2018).

In addition, the importance of politeness expressions is needed, according to Daulay et al. (2022) it is crucial to take consideration of someone's attitude before acting or speaking. If the speaker chooses to talk, it indicates that they have given careful consideration to the manner and word choice during the conversation. The development of relationships is a further objective of communication. Being polite helps us to treat everyone, even strangers, with basic politeness. Gaining knowledge of politeness allows people to receive insight into basic realities about how society works and showing our self and our identity.

Between speaker and speech partner, politeness is one of important term in speaking activity to create effective communication. Politeness in speech is about

people conduct themselves in a certain way and using certain words, gestures, and attitude. According to Widyaningsih et al. (2018) the speaker uses polite language to communicate in a way that makes the speaking partner feel comfortable and unpressurized. In communication, it is crucial to use words with politeness expressions since it allows for mutual understanding. That aspect can build understanding and develop a good connection between speaker participant involved in the conversation. This indicates that in the process of community communication, politeness in language usage needs to be considered.

The importance of politeness expression also explained by Lakoff (1990, p.34) that “politeness is a system of interpersonal relations designed to facilitate interactions by minimizing the potential of conflicts and confrontational tendencies in all human interactions”. It can be seen that being polite means we be aware of other people’s feeling. Speaking with others is a part of being linguistically polite, appropriately at the proper time and place.

Politeness becomes important principle in language usage and communication. To use politeness in conversation, one of the linguist Leech (1983) proposed the politeness principle which explains how politeness functions in conversation to improve relationships in social contexts. Leech (1983) proposed that there are maxims of politeness as a principle, maxims is a formulaic principle that embodies the importance of politeness in speaking. Therefore, Rini et al. (2023) stated that the polite maxim might be defined as the principle or function of using polite language. One of the examples of politeness maxims such as, Tact maxim: “Would you like to explain the situation to me, sir?” Tact maxim functions to maximize the expression belief that give benefit to other, and minimize cost to other. It means minimizing imposition and providing the hearer’s needs, wants, and interest (Leech, 2014).

The rapid development of technology makes politeness not only can be directly observed in real conversation, but it is also easily observed through a movie, series or anime. Nowadays, movies or anime series have become a popular media and a source of data for linguistics studies, particularly to observe politeness. Because of the reason above, researchers can easily get the data and analyze how

politeness is used in utterances that the movie's and anime series' characters produce (Hikmahwati et al., 2021).

The existence of politeness expressions also can be found in anime. Anime is a cartoon animation can be in the form of movies or series. There is interaction between characters in anime, so politeness also expresses in their utterances. Anime characters also represent real human life, they deliver messages through communication. It can be in form of request, invitations, instruction, warning, offering, apology. Related to Brown and Levinson (1987) politeness is defined as the way responding, ordering, making an offer, and many other forms of communication. It refers to the idea of appropriate manners in constructive social interactions.

Indeed, the study that concerns politeness in movie or cartoon animation has been discussed many times. Those study covered by Hikmahwati et al. (2021), Muhaling et al. (2023), Mulyono (2016), Mulyono et al. (2021), Mundiarti et al. (2023), Pardede et al. (2019), Rosyidah & Hikmah (2021). This study is almost the same discussing about the politeness but the writer chooses different subjects, theory of study, and the method that is used to analyze the topics.

Since the anime characters show a wealth of expressions in their utterances, it is possible to analyze and study them. It is interesting to study because the politeness expressed by the characters in the anime closely related with the reality. Therefore, the writer chooses *Demon Slayer* anime (*Kimetsu No Yaiba*) as the subject of the study. The writer chooses this anime because *Demon Slayer* is popular anime until now, so it is interesting to study, especially in terms of language politeness.

Demon slayer or *Kimetsu no Yaiba* (Japanese) is one of the famous anime series that epic talking about the journey of Tanjiro as the main character, he fights to save his sister and exterminating demons in order to return his sister Nezuko to being human again, the extraordinary struggle carried out by her older brother made Tanjiro join the demon slayer corps. Tanjiro meet many people to help him, such as Zenitsu, Hashira, and his teacher.

Based on those phenomena and some reasons above, the writer is interested in analyzing politeness in anime. The writer proposes to establish that anime has potential as an appropriate media to understand politeness. Maxim of politeness expression by Leech (2014) and social dimension by Holmes (2013) will be applied to answer the questions. The writer chooses *Demon slayer* anime as the locus of study. Furthermore, the writer decides the title of study is “*An Analysis of Politeness Expressions in Demon Slayer Anime*”.

1.2 Research Questions

The first question appears that concern with politeness expressions, specifically using maxim of general strategy of politeness. The second question focuses on how politeness deals with social dimension. The research questions are formulated as the followings:

1. What are the maxims of politeness expressions delivered by the characters in *Demon Slayer* anime first season?
2. What are the aspects of social dimension influencing the politeness expressed by the characters in *Demon Slayer* anime first season?

1.3 The Objectives of the Study

In regard to the research questions, the study's objectives are formulated below:

1. To analyze maxims of politeness expressions produced by the characters in *Demon Slayer* anime first season
2. To elaborate the social dimension dealing with the politeness expressed by the characters in *Demon Slayer* anime first season.

1.4 Significance of the Study

The significance of the study is divided into two aspects, theoretical and practical significance. The theoretical significance of study provides an understanding about politeness expressions. The study emphasizes several kinds of politeness expressed by Japanese that include in anime, this study aims to establish Leech's theory about politeness maxims so that it exists.

Besides, the use of practical significance, the study purpose as learning media improvement in terms of politeness consciousness, addressed to those residing in a community where the significance of politeness is paramount, considering that expressions of politeness can differ based on cultural norms and societal expectations. Because the study focuses on politeness in the anime, it is expected to serve the idea about politeness represented in Japanese culture, so it will assist for everyone who interacts with Japanese people. Moreover, to provide the references for the next researcher who are interested with the same topic.

1.5 Scope and Limitation of the Study

In maintaining the scope of study. The questions that exist are by using maxim of politeness expression proposed by Leech (2014) for the first question because the theory is easy to understand and the theory of social dimensions by Holmes (2013) are applied dealing to the aspects of social dimension influencing the politeness expressed by the characters in *Demon Slayer* anime to answers second question.

To ensure the research stays focused, the limitation is utterances of the characters in the anime that consists of politeness expression in the first season of *Demon Slayer* episodes 1-5. The last, the writer decides the characters that analyze in side of their politeness exist in the anime. The writer concern only on four characters that express the politeness, those are Tanjiro, Zenitsu, Tomioka, Saburo, Uroko, Shigeru, Hanako, Sabito, Makomo because they have crucial role towards other characters and represent social dimensions through their conversation.