

## **CHAPTER I**

### **INTRODUCTION**

#### **Basic Consideration**

Language is a key of communication. By using language people can express their ideas, share their opinions, take and provide information to others. On the other word, it seems impossible for people to interact each other without language. Language also can unite many people because we can show our feeling through language to others. In short, language is the oral symbols that represent meaning which related to real life situation and experience. (Chaer and Agustina, 1995 in Fitriyana (2007, p.19).

In case of communication, there are many ways to communicate for getting a good result between the interlocutors. In this respect, politeness is one way. People use politeness in order to get their conversation run smoothly and work successfully. Politeness strategy is one of communication strategy that emphasizes on the polite words and actions. However, in general people cannot avoid a misunderstanding has happens during the conversation. Actually, a misunderstanding happens because people did not be careful in choosing words and understanding the interlocutor's feeling. Sometimes, without we realize, our words can embarrassing the interlocutor and make them uncomfortable to talk with us. Consequently, the politeness strategy is really needed to avoid any misunderstanding happen during the communication. Politeness strategies are

developed for the main purposes of dealing with the FTA's in order to save the hearer's face and usually it is used to avoid embarrassing the other or making them feel uncomfortable. And FTA is the acts that break the hearer's need to maintain his or her self esteem and to be respected.

Politeness is strategies to minimize the threat in order to save the hearer's face (Brown and Levinson (1987:68). This strategy also called as Face saving act because the important part of politeness is to save the hearers face. Face means the public self image that everyone wants to maintain. Brown and Levinson divided politeness strategy into four types that applied in social interaction. Bald on record strategy happen when speaker and hearer have close relationship, so they are did not need to avoid the threat in each other face. The next type is positive politeness strategy that put the hearer in the upper. The speakers emphasize the hearer needs. While negative politeness strategy is put our self as the speaker in the lower position than hearer. The last types is off record strategy that speaker perform the act and utterance in vague manner.

Being polite is complicated matter in any language. It is difficult to be learned because polite involves understanding not only the language but also the social and the cultural values of the community. And language cannot be separated from the community who use it. Moreover, using language must be appropriate with the social context of the speaker. Being polite means to act with consideration of norm applied in the society. We can show our feeling toward

other. Solidarity power, distance, respect intimacy, and etc, and our awareness of social customs. It is supported by Yule (1996: 60), politeness was showing awareness of another person face; it was related to social distance or closeness. For example, an employee will speak politely to the boss in order to make the relation between them be better. But, he may speak less polite to his friend, an employee too, because they have same or equal rank. Therefore, people applied different politeness language in social interaction appropriate with their position, their closeness and the context of the conversation took place. Politeness also related with the speaker and the hearer face expression. If the hearers give the positive response or negative response with the speaker's utterance, it is clearly seen in their expression. Thus, based that explanation we can conclude that polite language depends on human social life and the relation among the human itself.

Furthermore, the using of politeness is not only found in daily life but also in literary work like movie, novel and etc. Therefore, the researcher interest to used movie as source data in this study because movie always captures the reality happen or develops in a society then perform it into the scene. It is presented with combine words of dialogue, motion and audio in one scene that make audience enjoy it. So the researcher not going bored when analyzes the politeness in movie.

Jack the Giant Slayer is the movie that becomes the source in this study. *Jack the Giant Slayer* is a 2013 American fantasy adventure movie based on the fairy tales "*Jack the Giant Killer*" and "*Jack and the Beanstalk*". This movie directed by Bryan Singer. This movie tells about Jack, a young farmhand who

must rescue a princess from a race of giants after accidentally opening a gateway to their world. Unfortunately, Jack cannot avoid a battle with the Giants. Until the giants come afterward Jack and some soldier that helping for safe Princess Isabelle in the castle. However, finally Jack takes the legend crown from the leader of Giant and it is make the other Giants submit to him. Then, Jack be a legend and marry with Princess Isabelle.

Here is the example of politeness appear in this movie.

Isabelle: *I'm sorry, Elmont.*

Elmont: Sorry for what, princess?

Isabelle: well I don't mean to make your job so hard all the time.

Although, Isabelle is a princess, but she was apologize to Elmont as her guardian. She uses polite language when speak to him.

Therefore, observing the phenomena of politeness that show in example above, this research is choose based on some reasons. Firstly, politeness is a phenomenon that can never separate in our life and it is interesting topic to observe because politeness is very influential in society. Using politeness describes how well their attitude. Beside it, politeness was very useful to teach us in choosing language with consequences in each our selection. Then, the researcher used the *Jack the giant slayer* movie to be analyzed than other great movie because based on the researcher experience in watching the movie and find that there are many politeness strategy appear in this movie and the researcher interesting to analyze it. Yet, this movie designed more interesting because used CGI special effects. By using 3D technology, this movie has reached high

attention from many people. It is more interesting in watch that movie because likes real. So, the researcher never bored to watch this movie while analyze it. Also, based on the main objective research to find politeness strategy related with social relationship, this movie become the right choice to use. In movie describe how the different between the upper and lower group when interaction, and how the dominance change the relation and the language using between people.

Likewise, this research is important since this research want to see the phenomenon of politeness strategy happen in movie and analyze it. The result of this study can teach us how to be good person in daily life in using politeness language when interact each other. Therefore this research should be done. Based on this previous background, the writer would like to do research stratification entitled an analysis of politeness strategy in *Jack the Giant Slayer* movie directed by Bryan Singer.

### **Scope of study**

The limitation of the study is the using of politeness strategy in *Jack the Giant Slayer* movie. This study used two important theories. First a framework by Brown and Levinson about politeness strategy and a theory of sociolinguistics build by Janet Holmes to analyze the social factor in choosing politeness language occurred in the conversation among the characters and social dimension including social distance, status and formality. This research take some characters as the

object of research, those are Jack, Princess Isabelle, Roderick, Elmont, King Brahmwell, Crowe and Jack's uncle.

### **Problems of the study**

In analyzing the movie there are some problems that were formulated to the used of politeness strategies applied in *Jack the Giant slayer's* movie:

What kinds of politeness strategy occur in *Jack the Giant slayer* movie?

What are the factors that influence the choice of politeness strategies in *Jack the giant slayer* movie?

### **Objectives of the Study**

Based on the problems above, the objectives of this study were focused on determining and identifying kinds of politeness strategy occur in *Jack the Giant Slayer*.

Moreover, determining and identifying the factors that influence the choice of politeness strategies in *Jack the Giant Slayer*.

### **Significances of the study**

There are two significances of this research that is theoretical and practical. Theoretically, the research is significant to provide some information about politeness strategies for those who are interested in this field and become a new research material about sociolinguistics study especially politeness strategies.

In practical refers to some aspects such as students, teachers, readers, further researchers and writer. For students, this research will teach them to see the phenomenon of using politeness strategies in daily life. It is hope the students can used polite language when interaction with teacher, friends and parents. Moreover,

this research will help the teacher to give explanation about sociolinguistics. In the other hand, this research hoped to assume in determining the best method in teaching sociolinguistics especially politeness and hopefully the teacher can used politeness in class and out class. For readers, this research provides some new information relate politeness strategies, and the factor of using the strategies, which are social distance, status and formality that useful to learn. Also, this study is expected to provide reference for further researcher to make similar study or applied in other situation. This study also will add writer's knowledge about concepts of sociolinguistics study and politeness strategies. Moreover, this research will be a first research for the writer that becomes an example in order to make a better research next time.