

Chapter I: Introduction

This chapter attempts to discuss some of the politeness explanation in research background, concerning to the politeness strategies used in the main characters of *High Strung* movie. This chapter also shows and presents research question, research objective, research significances, and delimitation of research.

Research Background

Culture is identical from all aspects of people's life. One of the aspects in the culture is communication. It is the one and only way of every single person to inform and share anything. People will need politeness to show that they have a good culture also built a good relationship among others people. Culture as according to Pennycook (2007, p.75) cited in Kramsch (2014, p.42), is an important component in a process of language use in integrated with other semiotic systems and plays a key role in "ritual, dance, music, graffiti, beat-boxing, clothing, gestures, posture, ways of walking and talking". Language process is a crucial component in culture.

The other theory of relation between culture and politeness also comes from the researcher's advisor. According to Syarifuddin (2012) describe "politeness behavior is closely related to the culture and language of ethnic group" (p.1). These two things cannot be separated, one of the part of culture are expressing language with polite. "Culture is a principle value that can be believed to be true in a society that speaks a language and can be a guide in interacting and communicating" (Syarifuddin, 2012, p.1). Thus, one of the parts of interacting and communication is politeness behavior because language is a reflection of culture.

Politeness can be found through how people spoken in daily routine as people speak in different ways as regards how they behave. Brown and Levinson (1987) cited

in Al-azzawi (2011) describe politeness is fundamental property to show concern for people's face. Politeness makes negative things become positive things. In politeness also other people would more recognize the moral and attitudes actually that is called culture in speaking. Politeness as standard language it is not only about to say *Sorry*, *please*, or *thank you*. If we learn more the theory strategies of politeness by the experts such as Brown and Levinson, it has many ways to apply politeness to the hearer based on the situation. So, people can use politeness in various forms. The aim of applying politeness depends on human's feelings and puts more attentions for that.

In this study, I am as the researcher interested in observing politeness and address forms as the topic of research to know that the employing of politeness by the main characters of one of the drama romance in 2016 *High Strung* movie because in every single movie, the main characters has many dialogues then the supporting characters . It makes the researcher and the readers understand how the main roles use politeness to communicate with other characters. Movie is one of the sources of data onto linguistics research because it makes researcher easily and little fasts to analyze the spoken directly rather than other source such as novel or short story. *High Strung* is a movie in 2016 and a romance drama between a beautiful ballerina and a handsome young violinist who follows the competition and finally got a victory.

This movie is suitable for researcher to analyze the spoken politeness because the pronunciation is clearly and the characters support with the spoken. The unique things of that film for instance the researcher have been found some examples of politeness strategies such as:

Jhonnie: "Hey."
Ruby: "Hi. Oh, I love your place."

Ruby has a gentle disposition, she praises the place of Jhonnie with soft and polite sentence. On the other hand, another example of politeness also in this dialogue below:

Jhonnie: "What's your name?"

Ruby: "Ruby."

Jhonnie: "That's pretty."

The other main character of this movie also has the same characteristics with Ruby, his name is Jhonnie. He said Ruby was a beautiful name using polite language. It makes the researcher interested in analyzing further the politeness strategy in this movie. Therefore, the researcher can easily analyze the spoken politeness with more attentions to the main characters' facial expression, intonation, pronunciation by watching and hearing the voice. Observing strategies of politeness in the movie, the researcher can be find the differences of applying politeness between western and eastern culture based on theories from the experts and also in daily experience. It can be compared with the real world.

This research focuses to the strategy of politeness because the researcher has been found the use of politeness strategies in daily activities it can be from conversation between close people e.g. family, friends, teachers, lectures and also society around researcher. It is being an interesting thing to study further and make research related to the strategy of politeness. The example of politeness strategy based on researcher's experience such as apologize, offering things, promises, optimistic, pessimistic, overstate, tautology, identity marker, etc.

Beside in the movies, politeness behavior also found in the real situation in daily life activities include the researcher's experience even though just little bit can apply it. According to Syarifuddin (2012, p.2) define "in this reformation era, politeness behavior of Indonesia society tends to decline". Nowadays, in Indonesia, it has already happens little bit language change especially in element of politeness and often finds that from the way young generations speak. It can influence to language varieties, it took place in communication with peers or family. Language would be

changed from group to group, generation to generation and style to style (Holmes, 1992).

The development of culture, language also would be developed, politeness still exist in 50% (Wijayanto, Laila, Prasetyarini, & Susiati, 2013). The proof of this case is according to survey in some articles or research journals e.g. in research of Politeness in Interlanguage Pragmatics of Complaints by Indonesian Learners of English by Wijayanto, Laila, Prasetyarini, & Susiati in 2013. They are doing quantitative research to explore the used politeness by Indonesian learners with the participants of 50 students in degree of English education. The results are politeness did not exist if the interlocutor had closed relationship but overall the positive politeness often used than negative politeness.

Other research journal also explains of degradation politeness in social media by Fitri and Lun in 2013. They used interview system to students and lecturers that used social media in university and the questions contains of function of social media in their opinion, how often used it per day and they were investigating some chat of informers and compare chat of students and lecturer. The results on request and disagreement chat is impolite because the rise of 'Bahasa Gaul' in this era, A study by Hefner (2007, p. 184) conclude that In this era, the younger generations tend used *Bahasa Gaul* as a status symbol for as the language of modernity, egalitarianism, and expression. Social media has influenced young generations' language behavior. Based on the facts, the writers can conclude that from Indonesian politeness caused between differences of age, social status, environment, and social role in society. This means, based on those cases the researcher interested to analyze politeness. It is very common in the writer's daily activity. Based on these realities, language politeness needs to be

studied more deeply and comprehensively to become a material for character building (Syarifuddin, 2012, p.2)

This study gives an account on the strategies of politeness in spoken of woman and man's language. The data based on the conversation in *High Strung* movie 2016 with the utterances of main characters. Analyzing the politeness of the main roles (Ruby and Johnnie) in that film, the writer chooses the main characters as an object of this study because they having many conversations than other characters. The main characters are the object of every movie in the world, because the utterances of the main characters are more dominated rather than other characters. Based on Hooker (2002, p.01) cited in Septiyani (2016) defines main actor an actress is the center of important figures at the story's actions or theme. *High Strung* is an American drama film directed by Janeen Damian and Michael Damian.

The film tells classical dancer Ruby as the woman character who goes to a Manhattan Conservatory of the Arts. She met a young violinist, Johnnie who shows her ability in violin during in the New York subway and finally the couple found their happy ending after both following competition with their performance on the stage. This movie was released on April 8, 2016, by Paladin. In addition, Ruby is softly character as a ballet dancer whereas Johnnie is a young violinist ignorant, edgy, moody, and he. Both of them are doing interaction with many characters in that film.

The researcher would analyze their conversation that contains strategies of politeness to corroborate the research question and focuses on the linguistics aspects of the movie and also to know the applying politeness, apparently not only about to say *Sorry, please, and thank you.*

Research Question

In specific, based on the background of the study above, this paper focussed on the research question: What are the strategies of politeness used by the main characters of *High Strung* movie?

Research Objective

Related on the research question, automatically the major objective of this paper was to identify the strategies of politeness used by the main characters of *High Strung* movie.

Research Significances

Theoretically

This study enriches the information to advance the understanding of politeness pragmatics especially in speaking strategies politeness for those who are interested in this field with the directive of Brown and Levinson's theory of politeness.

Practically

The researcher expected this paper can help the readers to increase their knowledge and understand of pragmatics language and society in applying politeness communication. Then, the teachers can make this study becomes resource of material in teaching one of the branches of linguistics that is pragmatics politeness. On the other hand, the students can use politeness in daily interaction between parents, teacher, and friends.

Delimitation of Study

This study focussed on the utterances containing of politeness that used the main characters that are the strategies of politeness in *High Strung* Movie. The data analysis has been taken from the main characters that used strategies politeness in *High Strung* movie 2016.