

CHAPTER I

INTRODUCTION

1.1 Background of The Problem

In communication, to be polite is very important to build good relationship and good interaction. The purpose is to maintain good relationship between speaker and hearer. Because, when talking politeness the speaker or the hearer have feels value and respect. Therefore, when somebody tries to have a polite conversation, he or she also has to pay attention to the hearer's feeling. According to Yule (1996:60), politeness showed awareness of other people's face, its related to social distance. Politeness refered to the emotional and social feeling by everyone. In this case, politeness is important to build a good communication with others.

Furthermore, people generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. According to Brown and Levinson (1987:65), face actually has two types, *positive face want* and *negative face want*. An individual's *positive face want*: reflected in his or her desires to be liked, approved of, respected of and appreciated and also *negative face want*: that his or her actions be unimpeded. The people in relationship need to preserve both kinds of faces to interact with the politeness of their participant utterance. In situations where a face threatening act (FTA) could arise therefore, the politeness strategy used will depend on how close the relationship between the speaker and the hearer.

According to Brown and Levinson (1987), politeness strategies have fifteen kinds, there are Notice, Exaggerate, Intensify interest to hearer, Use in-group

identity markers, Seek agreement, Avoid disagreement, Presuppose, Joke, Assert or presuppose speaker's knowledge of and concern for hearer's wants, Offer/promise, Be optimistic, Include both speaker and hearer in the activity, Give (or ask for) reasons, Assume or assert reciprocity, Give gifts to hearer. Some examples to make understand about positive politeness:

1. Come here, honey
2. Help me with this bag here, will you son?
3. Good morning, fellas

(Brown and Levinson, 1987:108)

From the example, according to Brown and Levinson (1987) it can describe answer '1' is use in-group identity markers with "honey". In this case, the speaker used addressee for the hearer. The speaker wanted to soften the FTA that speaker orders to hearer, honey.

In this research, the writer only focused on analyzing positive politeness strategies in *Wild* movie according to Brown and Levinson (1987:91). As in this movie, one of the figures named Cheryl who tries to interaction with a new people. She tries to maintain a way of communication to be good interaction and there is a way in positive politeness strategy.

The movie talking about hiking, Cheryl Strayed tried to adventures to discovery and healing. She try to talked with new people how their responds or share her journey during the trip. Therefore, interaction with the people is very important, the speaker should keep in touch with the hearer that the creation of ongoing communication. In this case, positive politeness has an important role in building a communication with the hearer.

Greg : Ok, *guys*! This is Cheryl and Monster.

Cheryl : Monster, my Pack?

From the example conversation between Greg and Cheryl showed the positive politeness strategies according to Brown and Levinson (1987). The example shows use in-group identity markers. Based on the references case in the book of Brown and Levinson (1987) also found in *Wild* movie.

The reason why the writer choosed positive politeness in *Wild* movie because the movie talking about how to build communication with new people when they want to tries interaction and they should talked politely in order to maintain good communication. The other reasons why the writer choosed this movie because the writer is interested to analyze about positive politeness and how people used polite language.

1.2 Identification of The Problem

This problem become an interesting aspect to be discussed because the characters need to be polite to build a good communication and good interactions. According to Brown and Levinson (1987:65), politeness theory is based on the concept that people have a social self-image. There are number of aspects can be studied. Therefore, the dialogues among the characters in a movie become an interesting object to be studied. From the language used, the researcher finds some related aspects. Many aspects can be analyzed about politeness strategies, they are bald on record, positive politeness, negative politeness, bald off record strategies. But in this case, the writer focused to analyze about positive politeness as seen in *Wild* movie.

1.3 Limitation of The Research

There are four politeness strategies by Brown and Levinson's (1987:92), they are Bald on record, Positive Politeness, Negative Politeness, Bald off record. The writer found the positive politeness strategy in *Wild* movie and the purpose is trying to make the reader to understand analyze about positive politeness.

1.4 Formulation of The Problem

In this research, the writer formulated some research questions:

1. What are the positive politeness strategies used by the characters in *Wild* movie?
2. What factors influence the characters to employ those strategies in *Wild* movie?

1.5 Purpose of The Research

The purposed of the research are:

1. To describe type of positive politeness strategies used by the characters in *Wild* movie
2. To explain the factor influencing the characters used the positive politeness strategies in *Wild* movie.

1.6 Significance of The Research

Significant of the research is divided into two points, for the next research and the development of linguist.

1. The next research

Hopefully the results of this study give more knowledge for everyone who wants to do analyze of positive politeness strategies in *Wild* movie.

The writer wishes someday the research is able to develop the knowledge whether for the readers or the writer itself.

2. The development of linguist

The writer hoped that research finding can give knowledge to development of linguistic studies about positive politeness strategies in *Wild* movie.