

# CHAPTER I

## INTRODUCTION

### **1.1 Background of The Research**

Politeness is best expressed or described as the practical application of good etiquette, as well as a way of demonstrating respect from one person to another. Politeness can be thought of as a language that facilitates communication between people. Using language to communicate entails putting strategies in place in order to achieve communication goals. In a conversation, utterances appear to convey messages or ideas. A strategy must be used to maintain and establish a smooth and meaningful conversation between the listener and speaker. One of the strategies is known as the politeness strategy. The goal of politeness is to make all parties relaxed and comfortable with one another; however, these culturally defined standards may be manipulated to shame the designated party at times. Politeness is one of the social aspects of society. Politeness is related to behavior, according to Sugono (2008, p.1330). Behavior includes not only actions but also conversation politeness. This case of conversation politeness becomes a problem that is not considered in an interaction, resulting in misunderstanding and communication breakdowns. Using politeness is one way to start a meaningful conversation in society. Behaving politely does not only depend on how good a member of society one is, but people should also use conversation politeness when communicating with others to avoid misunderstandings and communication breakdowns.

Politeness is a universal phenomenon in any activity related to politeness, according to Trudgill (1987, p.14), because every human being has a different behavior. As a result, politeness strategies become important in everyday life. Brown and Levinson (1987, p.60) claim that politeness strategies are used to avoid FTA (Face Treating Act).

Brown and Levinson's (1987) politeness strategies theory includes bald on record, positive politeness, negative politeness, and off record. In other words, one must consider both the language and the context. It is critical to learn politeness strategies in order to properly treat others and care for one's own feelings. As a result, learning people's politeness strategies will help their conversations run smoothly. However, problems can arise when English learners struggle to determine which language is appropriate for the context and social aspects of communication. As a result, when they speak to others, their English may still sound foreign, and the language may be considered impolite or even inappropriate. Furthermore, it can create misunderstanding in the conversation. People who learn another language must first learn and understand their culture in order to avoid misunderstandings when speaking with foreigners.

The writer chose politeness strategies as a research topic because politeness is an important aspect of communication. Politeness is the study of how people use a language during interaction or communication. According to Holmes (1996, p. 296), being linguistically polite entails speaking to people in ways that are appropriate for their relationship. The writer decides to observe and analyse the applications of politeness strategies based on the explanation. The writer

wishes to demonstrate that a film can be an effective medium for teaching politeness. The purpose of this study is to observe and analyse the use of politeness strategies in the film *La La Land*. The writer chose the film *La La Land* because it combines formal and informal language which is used in the daily conversation and realized that this film contains a lot of politeness strategies due to conversations between characters who are the same age, and conversations between superiors and subordinates . *La La Land* movie is a musical romantic film. Sebastian and Mia are the main characters, Sebastian is a pianist, and Mia is an actress. They both meet and fall in love. Throughout the film, they must choose between love and a career. *La La Land* movie was released on December 9, 2016. Because watching a movie can be a useful way to learn about other cultures and languages, the writer examines the politeness strategies used by the all characters and the factors which influence the use of politeness strategies in the film *La La Land*. People can learn about the customs of the nations and people where a movie is set thanks to movies. It can also benefit English learners, especially those from the English Department who study sociolinguistics and pragmatics, particularly politeness strategies.

## **1.2 Research Question**

1. What are the types of politeness strategies used in the “*LA LA LAND*” movie?
2. What are the factors which influence the use of politeness strategies in “*LA LA LAND*” movie?

### **1.3 Purpose of the Research**

1. To find out the types of politeness strategies used in the movie *LA LA LAND*.
2. To find out the factors which influence the use of politeness strategies in “*LA LA LAND*” movie.

### **1.4 Limitation of the Problem**

In this research, the writer limits the research problem that will be analysed. It only focus on analysing politeness strategies which was restricted to find out the politeness strategies that was used by the all characters in “*LA LA LAND*” movie.

### **1.5 Significance of the Research**

The writer hopes that learners and aspiring researchers might benefit from this study especially on politeness strategies. This research will motivate English language learners to learn more about sociolinguistics, particularly about politeness, so they can use English terms politely. This research can serve as a model for other researchers to emulate when conducting comparable research. The writer also thinks that readers will profit from this study. The readers might have a deeper knowledge of what politeness is and how to use conversational English expressions in everyday situations.