

CHAPTER I

INTRODUCTION

1.1. Background of The Research

Politeness is behavior that respectful and considerate of other people, it refers to the behaviors through which we routinely interact with the others (both linguistically and non linguistically) to effect a smooth, efficient, non-antagonistic, and mutually cooperative exchange. of ideas feelings, opinions, stances, and so forth. in accordance with the sets of social and cultural norms in which such interaction takes place, and typically taking into account the mutual maintenance of the face of the interacting parties. Susan Strauss & Parastou Feiz, (2014:244).

According to Brown and Levinson (1987) there are four categories of politeness strategies they are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and bald off record strategy. According to Brown and Levinson (1987), Positive politeness strategies have fifteen kinds, there are notice, exaggerate, intensify interest to H, use in-group identity markers, seek agreement, avoid disagreement, presuppose, joke, assert or presuppose S's knowledge of and concern for H's wants, offer/promise, be optimistic, include both S and H in the activity, give (or ask for) reasons, assume or assert reciprocity, give gifts to H. There are some examples to make understand about positive politeness:

1. Come here, honey
2. What a fantastic garden you have!
3. What a beautiful vase this is! Where did it come from?

From the example, it can describe answer (1) is use in group identity markers marked with “ honey “. The speaker used in-group identity markers by saying ” honey “ intended to the hearer. The example (2) is exaggerate marked with “ fantastic “. In this case, the speaker exaggerate her or his compliment about the hearer’s garden. The word "fantastic" implied that the hearer have a nice garden. The example (3) is notice marked with “What a beautiful vase this is! Where did it come from?“. In this case, the speaker respect the hearer to the activity and the speaker have close relationship with the hearer.

In this research the writer only focused on analyzing positive politeness strategies in *Harry Potter And Half-Blood Prince* movie. *Harry Potter and the Half-Blood Prince* are the sixth films of the Harry Potter series based on a novel titled J. K. Rowling. According to Brown and Levinson (1987:91) the positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/resulting from them) should be thought of as desirable (1987:101). The concept of face saving may be helpful in understanding how participants in an interaction must understand more than is said. As in this movie, one of the figures named Harry Potter who tries to interact with a teacher. He tries to maintain a way of communication to be good interaction and there is a way in positive politeness strategy.

The reason why the writer chooses positive politeness in *Harry Potter* movie, because the movie build communication with people when they want to interact and talked politely in order to maintain good communication, and there is a conversation that contained a politeness strategy with one another because the

main character to establish a relationship to the others with one goal. That's why the writer chose this movie as a data of the research.

1.2. Identification of the Problem

Many aspects of language can be analyzed in Harry Potter such as politeness strategies, included bald on record strategy, positive politeness strategy, negative politeness strategy, and bald off record strategy, and then language style, slang words, speech act, and etc. But in here, the writer only focused on positive politeness as seen in *Harry Potter and the Half-Blood Prince* movie.

1.3. Limitation of the Research

There are four strategies of politeness. They are bald on record, bald off record, positive politeness, and negative politeness. In this research, the writer limits the analysis that only focus on positive politeness in *Harry Potter and the Half-Blood Prince* 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 formulates some research questions:

- a. What are the strategies used by the main characters to express positive politeness in *Harry Potter and the Half-Blood Prince* movie?
- b. What factor influences the character to employ those strategies in *Harry Potter and the Half-Blood Prince* movie?

1.5. Objective of the Research

The purposes of the research are:

- a. To describe the types positive politeness strategies used by the characters in *Harry Potter and the Half-Blood Prince* movie.

- b. To explain the factors influence the characters to employ those strategies in *Harry Potter and the Half-Blood Prince* movie.

1.6. Significance of the Research

A study politeness is very interesting because it is one of the aspects of the language. In this research, the writer will discuss about positive politeness strategies. The writer hopes, this research can help the reader to give information about the positive politeness and can get better understanding about a politeness and use politeness in a daily conversation. This research gives contribution in linguistic fields for next who want to analyze about politeness especially about positive politeness and also it will give an additional knowledge to them who are interested about positive politeness. And it can increase knowledge between the writer and the readers in studying pragmatics and also linguistics.