

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Communication is one of the most important things people do in their daily life. Communication is divided into two types such as linguistic and non-linguistic communication. Linguistic communication is using human language or voice. Non-linguistic communication is not using words but using sign language such as gestures that can be understood in order to communicate well.

The way speakers communicate as intended will be very different from one another. The ways can be distinguished based on education, ethnicity, age, gender, and context. Speakers must be able to choose the appropriate language to be able to convey their intentions to the listener. (Haunts, 2019), states “when a person does intend to interact with others, it is important for them to remember that empathy is one of the most effective ways to relate to others. Empathy is the practice of a person imagining themselves in the other person’s position. They think about how a situation would make the other person feel and respond based on that inference instead of just the information someone is conveying.” In conclusion, the speaker has to be able to adjust their language based on the situation. Thus, the appropriate language is very important as politeness.

Politeness is an important side of human behavior and interactions. It covers all the use of language when communicating either in person or in writing. Humans need politeness in interacting with each other. In an interaction, one way to demonstrate consideration for the other's face is through politeness. As cited in (Yule, 1996), “showing awareness for another person's face when that other seems socially distant is often described in terms of respect or deference.”.

As cited in (Brown & Levinson, 1987), on record, positive, negative, and off record politeness are the different categories of politeness strategies. In bald on record, speakers speak in truth, are relevant, and be perspicuous. Positive politeness is politeness that maximizes

politeness, while negative politeness minimizes the impoliteness of the impolite act. Off record refers to a communicative act that is carried out in a way that makes it difficult to identify a single, distinct communicative goal.

In addition (Brown & Levinson, 1987) states that negative politeness have 10 strategies, there are be conventionally indirect, question, hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonate S and H, state the FTA as a general rule, nominalize, and go on record. Examples of negative politeness to comprehend:

1. Can you please pass the salt?
2. Why are you painting your house purple?

(Brown & Levinson, 1987:133)

From the example, according to (Brown & Levinson, 1987) With the word "please," it might be said that answer number one is being conventionally indirect. In this case, the speaker ask someone without direct request. The speaker wanted to soften the FTA that speaker orders to hearer using the word, please.

This is related with the writer's topic about negative politeness. The writer is interested in analysing politeness, especially negative politeness. Because politeness is how people used polite language. The writer uses *Encanto* Movie as the research's source of data. *Encanto* is one animation movie.

The movie is talking about the Madrigal Family from the past to the present, everyone in the Madrigal Family has their miracle, except Mirabel. In living their life, they have to deal with new situations that is interacting with many people who need a miracle to help them. Therefore, interaction is very important, speaker should keep in touch with many people in order to have continuous communication. In this case, negative politeness has a major role in establishing communication with hearers.

ABUELA ALMA : Mirabel, the cream, **please**.

From the data the example it could be considered conventionally indirect. We can see the speaker use the word '**please**'. And it's an indirect request. The context in this dialogue is

physical context because he was talking about something that was going on. Based on the references case in the book of (Brown & Levinson, 1987) also found in *Encanto* movie.

The reason why the writer chooses negative politeness to be analysed in *Encanto* movie because the movie display how someone's status affects their way to communicate. Besides that the characters in the movie used the marker to maximizes the negative politeness strategies in their communication. This one of the phenomena's which happen in social relationship.

Negative politeness is important to be studied by all people because when they want to do interaction, they should talk politely in order to maintain good communication and minimize the red face of hearers.

1.2 Limitation of the Problem

This study is restricted to the use of politeness strategies. According to Brown and Levinson (1987), there are four categories of politeness strategies: Off record, Positive politeness, Negative politeness, and Bald on record. The writer only focuses on analysing negative politeness because it is found many negative politeness in *Encanto* movie, and the purpose is to make the reader more understand the analysis about negative politeness as seen in this movie.

1.3 Research Questions

The study is conducted to find out:

1. What are the types of negative politeness strategies used by all the characters in *Encanto* movie?
2. What are the factors influence the characters to employ those strategies in *Encanto* movie?

1.4 Purposes of the Research

Based on the problem statement above, the purposes of the research are:

1. To find out the types of negative politeness strategies used by all the characters in *Encanto* movie.

2. To explain the factors that influence the characters used the negative politeness in *Encanto* movie.

1.5 Significance of the Research

Because politeness is a language element, studying it is both interesting and demanding. The writer expects that this study will aid future researchers in their analysis and knowledge development of negative politeness linguistic studies. The author also believes that this research will help readers and the writer have a better understanding of linguistics in the future.