CHAPTER I

INTRODUCTION

1.1 Background of the Study

Humans are social beings who need each other. This process requires an interaction for understanding. This tool used to communicate is called language. Language as a communication tool has an important role in human interaction. Language can be used by humans to convey ideas, desires, feelings and experiences to others. Or language can be said as a means of communication in human life. Every people need language as a tool in communication, interaction and getting   information   from   the   other   people it can be wriring or speaking.Language is a means of communication that is very effective even if it is not perfect, that is why the imperfection of language in communicating can be creates of misunderstanding for the listener. That is why the language is very important in human life. The science of language is studied in linguistics.

Linguistics is the scientific study of language. In contrast to other language-related disciplines, linguistics is concerned with describing the rule-governed structures of languages, determining the extent to which these structures are universal or language-particular, positing constraints on possible linguistic structures, the structures of language, grammar patterns and forms of language. The branches of linguistics are Semantics, Pragmatics, Phonology, Morphology, Sociolonguistics, and Syntax.

Pragmatics is the branch of linguistic that examines language from the speaker's perspective and depend on context of utterance. Pragmatics is study of contextual meaning. In pragmatics there are many types discussed such as Deixis, Reference and inference, Preposition and entailment, Cooperation and implicature, Speech acts, Politeness and interaction.

Politeness is the study of how the people able to keep others people face or the human behaviour that is respectful and considerate of other people.When doing an interaction or making an utterance, people should pay attention to the hearer. They have to treat the hearer in appropriate ways. It can be realized by speaking carefully in order to make others feel comfortable. Thus, they have to pay attention to others expectation which means that the speaker is doing politeness. Generally, being polite involves taking into account the feelings of others. Besides, being polite also means employing awareness of others feeling. Being linguistically polite involves speaking to people appropriately in the right place and at the right time. People must be aware of the context of speaking because politeness in a certain area is different from others.

In movie Politeness in conversation also is very necessary, to interact between one character to other character.As human being who has an artistic soul writer is very like watching movie, start from romantiscm movie, horor, comedy, animated movie until traditional movie. Writer thinks through watching movie many moral lesson that will be obtained. One of the movie that have many moral lesson is Toba Batak traditional movie, the title is *Alani Hapogoson* by Ponti Gea. *Alani Hapogoson* movie tells about someone that have to fight for his future even to continue his school because he is from poor family. In this traditional movie characters are used many Politeness strategies to interact between one characters to other characters when talking, giving advice, orders, and suggestions. Writer is one of the cast in this movie the writer is as Maria, so the writer is very familiar with the Politenessstrategies that use by characters *Alani Hapogoson*movie. That is why writer chooses this movie as the reseach.The writer is very interested to analyzed the Politeness Strategies that used between one characterto other characters when speaking, giving advice, orders, and suggestions that found in this movie. The

writer is not only to find out what strategy of Politeness as found in *Alani Hapogoson* movie script, but from this analysis, writer also hopes that as a Toba Batak writer and readers love Batak culture more and love traditional movie specially Toba Batak movie.

1.2 The Problem of the Study

1. What type of Politeness Strategies are found in conversation of *Alani Hapogoson* movie ?

2. What type of Politeness Strategy is dominantly found in conversation of *Alani Hapogoson* movie?

1.3 The Objectives of the Study

The objectives of this study are as follows :

1. To identify the type of Politeness Strategies whichare found in conversation of *Alani Hapogoson*movie.

2. To find out what type of Politeness Strategy is dominantly found in conversation of *Alani Hapogoson* movie.

1.4 The Significances of the Study

The significances of this research are:

1. Theoretically

   1. The result of this research is expected to be a new perspective in analyzing the script of the conversation as foun in *Alani Hapogoson* movie.

   2. The result of this research is expected to be a new perspective in anaysing movie script.

2. Practically

The results of this research can be used by several parties :

1. For readers :to add knowledge about Politeness Strategies that use in *Alani Hapogoson* movie script.

2. For cultural researchers spesially for traditional movie : can be additional and complement the existing research.

3. For the movie's script writer : add knowledge about Politeness Strategies in the making of movie script.

1.5 The Scopes of the Study

Considering the discussion about traditional movie is very broad and endless discussion, the writer gives a problem scope, so that this research can be focused, not widespread from the discussion in question and the results of research are more maximal.

There are scopes to the problems that will be examined are:

1. Focus on analyzing the*Alani hapogoson* movie's transcriptthat containPoliteness Strategies.

2. Focus uses Politeness theoryby George Yule (1996) to analyzed the *Alani hapogoson* movie's transcript. There are Positive Politeness, Negative Politeness, On Record, Off Record.

3. Focus on analyzing the first episode.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoritical Framework

This research presents a Politeness theory, it is part Pragmatics. As such, it aims facilitate the readers to understand the material covered in this research. This concept will bring the readers into more understanding of the Politeness theory.

2.2 Pragmatics

Pragmatics is the branch of linguistics that examines language from the speaker's perspective and depend on context of utterance. Pragmatics is study of contextual meaning.

Sperber and Wilson (2005, p. 468), assuming language centrality, define pragmatics in general terms as "the study of the use of language", and more specifically as "the study of how contextual factors interact with linguistic meaning in the interpretation of utterances". Other authors, instead, focusing their attention on non-linguistic features (gaze, gestures, postures, etc), describe pragmatic behavior as not dependent on the use of language (Dronkers, 1993). In some others cases, scholars distinguish, at least implicitly, between linguistic and non-linguistic pragmatics by using terms such as 'pragmatic language impairment' (Bishop, 2000). In recent decades, the definition of pragmatics has been strongly influenced by the results from the field of

clinical pragmatics: the study of clinical cases has offered valuable new sources of data with respect to traditional issues in philosophical and linguistic pragmatics (Perkins, 2007).

Cruse (2000:16) Pragmatics can be taken to be concerned with aspect of information (in the widest sense) conveyed through language which are not encoded by generally accepted convention in the linguistic form used but which none the less arise naturally out of and depend on the meaning conventionally encoded in the linguistic form used, taken in conjunction with the context in the forms are used (emphasis added). Besides, Leech (1996: 6) states that pragmatics is the study of meanings in relation to speech situation.

Levinson (1983: 5) defines that pragmatics is the study of language use, that is the study of relation between language and context which is basic to an account of language understanding which involves the making of inferences which will connect what is said to what is mutually assumed or what has been said before. Pragmatics can also solve the problem between the speaker and the hearer, especially the problem about point of view.

Leech (1983:36) states that pragmatics involves problem solving both from the speaker's point of view and from the hearer's point of view. The problem of speaker's point of view is how to produce an utterance which will make the result.

Yule (1996) Pragmatics is conserned with the stuy of meaning as communicated by speaker (or writer) an interpreted by a listener (or reader) it has consequently more to do with the analysis of what people mean by there utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. This type of the study necessarily involves the interpretation of what people mean in a particular context an how the context influences what is said. It requires a consideration of how speakers organize what they want to say.

Pragmatics is the study of contextual meaning. This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation how the speaker intended meaning . This type of study explores how a great deal of what is unsaid is recognized as part of what communicated. We might say invisible meaning. Pragmatics is the study of how more yets communicated than is said.

2.3 Context

Context is one of the factors that give an effect to people how they use the language. According to Asher (1994: 731) context is one of those linguistic terms which are constantly used in all kinds of context but never explained. It has the relationship with meaning and they are important in pragmatics. Finnegan et al. (1997: 345) state that the essential element in the interpretation of an utterance is the context in which it is uttered. The context can influence the speaker on how to use the language. Yule (1996: 21) states that context simply means the physical environment in which a word is used. The importance of taking of context into account is also well expressed by Hymes (in Brown and Yule, 1983: 37) who views the role of the context in interpretation as, on the one hand, limiting the range of possible interpretation and, on the other hand, as supporting the intended interpretation: "The use of linguistic form identifies a range of meanings. A context can support a range of the meanings. When a form is used in a context, it eliminates the meaning possible to that context other than those the form can signal: the context eliminates from consideration the meanings possible to the form other than those the context can support."
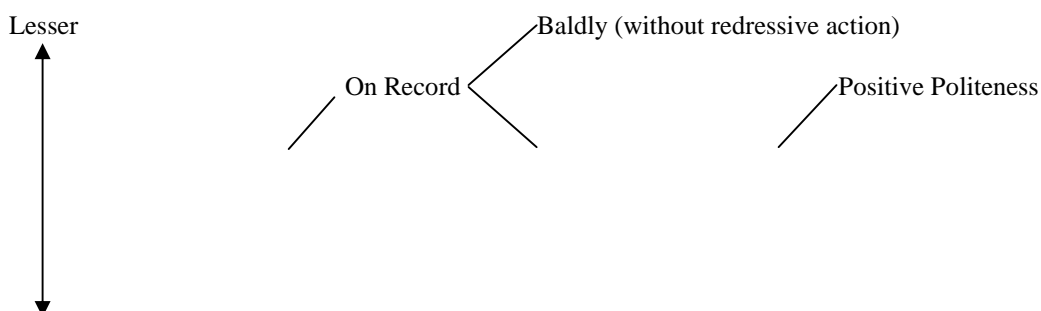
2.4 Politeness

Politeness is the study of how the people able to keep others people face or the human behaviour that is respectful and considerate of other people. Thomas (1995: 150) defines 'Politeness' as "a genuine desire to be pleasant to others, or as the underlying motivation for an individual's linguistic behavior," adding that there is no access to addresser's motivation to be more or less polite than others, stating that there is access only to what addressers actually say and how their addressee(s) react.

Holmes (2001: 268) observes that "being linguistically polite involves speaking to people appropriately in the light of the relationship", thus the level of 'politeness' to Holmes depends on the level of the social relationship between the interlocutors, which determines the level of formality used in the interlocution.
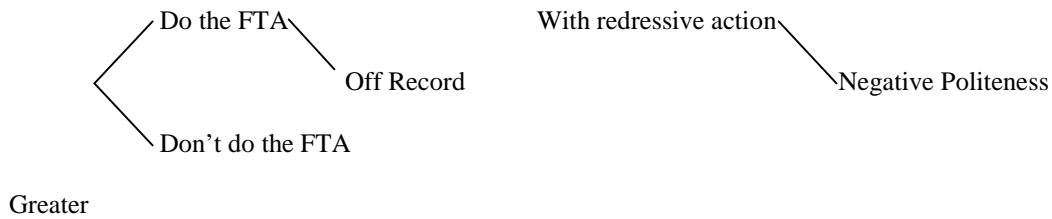
Fairclough (1989: 66) politeness is based on the recognition of differences of power, degree of social distance," proposing that the scale of 'Politeness' in any community depends on two factors: (1) An assessment of the social relationship between interlocutors (2) Knowledge of the social values and norms of the socio – cultural community involved.

According to Brown and Levinson's Politeness Strategies in any society, there are several rules and principles that regulate how people speak and behave. Brown and Levinson offer a descriptive analysis of strategies used by the participants to maintain their respective faces in social interaction. Brown and Levinson sum up human politeness behaviour in five strategies: bald on record, positive politeness, negative politeness, off-record, and no FTA strategy.

In Brown and Levinson's (1987) model, there are five strategies we can choose to avoid or weaken the FTA. The strategies are given below :

Lesser

Baldly (without redressive action)

On Record

Positive Politeness

```
        Do the FTA                With redressive action
   /              \                              \
  <                Off Record                     Negative Politeness
   \              /
        Don't do the FTA

  Greater
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Brown and Levinson's (1987) communicative devices

Someone can do the FTA using on record strategy, which is a direct speech; or off record, which is an indirect speech. Then, in doing on record can be either baldly (without redress) or with redress. Further, with redressive action can be performed with a positive politeness (to show solidarity with the hearer) or negative politeness (to show deference to the hearer). Finally, someone can choose not to do the FTA; by saying nothing or non-verbal act. If someone does the FTA the risk of face loss is lesser than does not do the FTA.

According to Yule (1996), Politeness, in an interaction, can then be defined as the means of "employed to show awareness of another person's face and can be accomplished in situations of social distance or closeness. Showing awareness for another person's face when the other is socially distant is often described in terms of respect or deference. While showing equivalent awareness when the other is socially close is often described in terms of friendliness, camaraderie, or solidarity."

The are 4 Strategies of Politeness according to Yule :

2.4.1 Positive Politeness

a) According to Yule (1996), A Positive Politeness leads the requester to appeal to a common goal, and even friendship, via expressions. Usually the on-record expression does represent a greater risk for the speaker of suffering a refusal and may be preceded by some 'getting to know you' talk.

Example:

Hey, buddy, I'd appreciate it if you'd let me use your pen (Yule, 1996, p.64)

b) Be optimisctic

Example :

I will just come along. If you mind.

2.4.2 Negative Politeness

a) A Negative Politeness is typically expressed via questions contains a modal verb. This strategy also results in forms which contains apology for the imposition.

Examples:

1.   Could you lend me a pen?

2.   I'm sorry to bother you, but can I ask you for a pen or something?

 (Yule, 1996, p.64)

b) Be pessimistic

Example :

You couldn't find your way to lending me a thousand dollars, could you ?

c) Be minimize the imposition

Example :

It is not too much out of your way, just a couple of blocks.

2.4.3 On Record

On-record politeness is used when we want to express our needs directly to the addressee. There are two types of on-record politeness that we usually use, bald on-record and mitigating devices.

1.   Bald on-record

Bald on record Politeness is a more directly politeness to express our needs to the hearer. Bald on-record politeness usually uses an imperative form or a verb in the beginning of the sentence. Using bald on-record has the greater damage to the hearer's face. This kind of on-record politeness is often used if the speaker and hearer have a close relationship, so it is not interpreted as a direct command. For examples:

1. Give me a pen.

2. Lend me your pen.

   (Yule, 1996, p.63)

   Take the example of two students in the class. One of the students wants to borrow a pen from his friend. So he can use either statement in (a) or (b), because they know each other; they are classmates. Even though the statements sound like commands; it starts with a verb, but it does not damage the hearer's face. Usually the sentence starts with a verb is interpreted as a command or an order. But in this situation, the sentence is not a command yet a polite request. We can use these kind of sentences when we have a close relationship with the hearer, if not we can damage the hearer's face.

Or in this type of Politeness is functional as :

a) Great urgency or desperation.

Exampe : watch out!

b) Offers

Exampe : leave it, i will clean up later.

c) Task oriented

Exampe : pass me the hammer.

2.Mitigating Devices

Mitigating devices is used to soften the speaker's demands or orders, so the damage to the hearer is lesser. These on-record politeness may be followed by 'please' and 'would you?'.For examples:

a.   Would you lend me your pen?

b.   Lend me your pen, please.

c.   Have some more cakes.

(Yule, 1996, p. 63)

2.4.4 Off Record

The off-record politeness is an indirect strategy by using an indirect sentence to remove the potential of damages the person's face. For examples:

1.   Uh, I forgot to bring my money.

2.   Wow, it's getting hot here.

(Yule, 1996, p. 63)

The statements above, the speaker does not directly say what he needs to the hearer, but he gives hints and expects the hearer understand what he needs. This kind of strategy might be succeed or failed.

Politeness in pragmatics is something rather different from an everyday understanding of it and focusing almost uniquely on polite language in the study of verbal language (Watt, 2003: 10). Generally, being polite involves taking into account the feelings of others. Besides, being polite also means employing awareness of others feeling. Being linguistically polite involves speaking to people appropriately in the right place and at the right time. People must be aware of the context of speaking because politeness in a certain area is different from others. The phenomenon of politeness features happens in the society, in real conversations. However, to

analyze them, it is not a must to observe a real society since this is depicted in many media such as movies. Movie is one among many media which are popular in the society and can be used to investigate politeness.

2.5 *Alani Hapogoson* Movie by Ponti Gea

Alani Hapogoson ismovie tells about life that has limitedmoney , it makes someone have to stop to achieve something better. The writer sees this story happend in a village, which is someone want to continue his school but have to stop because financial deficient. The story was seen by the writer in a movie entitled *Alani Hapogoson*. The writer sees many Politeness Strategies that use ini this movie when greating, asking, talking, offering, giving advice, apologizing and giving suggestions between one character to anothers. From this movie script writer sees every characters have different Strategy Politeness when greating, talking, offering, giving advice, apologizing and giving suggestions it depends on who he or she is talking or how their position.

After watching *Alani Hapogoson*movie the writer sees the position of characters when doing conversation are following :

Position	Characters
Superior – lower	Sahat's mother - Sahat's uncle
	Sahat's mother - Sahat
	Sahat's mother - Sondang
	Sahat's uncle – Sahat
	Sahat's uncle - Sahat's aunt
Lower – superior	Sahat - Sahat's mother
	Sahat - Sahat's uncle

	Sahat - Sahat's aunt
Equal	Sahat - Sondang
	Sahat – Ingot

*Alani Hapogoson*movie is a movie that was directed by Ponti Gea that has two episode, and was launched in 2015 .*Alani Hapogoson*movie literally means because of poverty explores the local wisdom of Batak brought by artist who is familiar with Toba Batak philosophy. The cast in this movie are: Sahat, Sahat's mother, Sondang and Sondang's mother, they are Sahat's neighbor in village, Ingot (Sahat's friend), Sahat's uncle who lives in Medan , Sahat's aunt, and two of Sahat uncles's daughters Lenta and Maria. *Alani Hapogoson* movie tells about the story of a child from a poor family, whose called Sahat who intend to continue to high school level. But because of inadequate finances, Sahat was threatened can not continue his school. Until his uncle suggested Sahat to continue his school in Medan which werewill be financed by his uncle. Arriving in Medan, Sahat experienced a very heavy thing that he got from his aunt. She makes him do everything, even accused him of stealing her bracelet. He is also have a friend whose called Ingot that makes him involved in a raid by a drug gang. Finally Sahat can be survive from all the problems, and graduate from his high school and married with Sondang, his girlfriend.

2.6   Previous Research

There are research supporting this research that have related to Politeness analysis theory, were done by Raini Norra as her Thesis "An analysis of politeness strategies in *Her* Movie". An Analysis Of Politeness In Batak Mandailing Movie   *"Biola Na Mabugang"* by Josua Rambe. And an analysis Positive Politeness Strategy in the movie entitled *"in good company"*as a thesis by Ani Septyaningsih.The writer are inspiring by the previous research to motivated her do this research.

1. Raini Norra

An analysis of politeness strategies in conversation as found in *Her* movie. This research as her Thesis in State Islamic University Syarif Hidayatullah Jakarta in 2015.Submitted to letter and Humanities Faculty.The Degree of Strata One.

This Thesis is the study of Pragmatics on the uses of Politeness Strategies that found in movie *Her*. It is a qualitative research. Writer uses Brown and Levinson's theory such as Negative Politeness Strategy, and supported by Ronald Wardaugh Politeness and Solidarity theory. The writer also analizes the relation between distance and the choice of strategy and how the strategy works in the conversation in *Her* movie.

2.Josua Rambe

An Analysis Of Politeness In Batak Mandailing Movie as Journal *Biola Na Mabugang* in Nommensen HKBP University.

Type   : Article from Journal - national scientific

In collections   : The Episteme: Journal of Linguistics and Literature vol. 2 no.   (Jan. 2016)

Topic   : Positive Politeness; Negative Politeness.

This is a qualitative descriptive research. After giving the description of the positive politeness in Batak Mandailing movie "*Biola Na Mabugang*" by the data and data analysis, finally the writer comes to the conclusion that:Positive Politeness is to show the closeness, intimacy, and rapport between speaker and hearer. It supports the conversation between people run well, and it is used to maintain the social value of community and good manners. There are 77 Positive Politeness are in Batak Mandailing movie "*Biola Na Mabugang*" and consist of thirteen types of Positive Politeness that are used in it. They are Notice, Exaggerate, Use in-group identity markers in speech, seek disagreement, avoid disagreement, Joke to put the hearer at ease, Assert or

presuppose knowledge of and concern for hearer's wants, Optimistic, Offer, Include both S (speaker) and H (hearer) in the activity, Give or ak for reasons, Give gifts to H, and consist of two types that are not used, they are intensify interest to the hearer in the speaker's contribution, presuppose common ground.The most dominant type of positive politeness is Give or ask for reasons or type 13 (thirteen) used in Batak Mandailing movie "*Biola Na Mabugang*".

3.Ani Septyaningsih

An analysis Positive Politeness Strategy in the movie entitled *In Good Company* as her thesis on 2007. Submitted as Partial Fulfillment of Requirements for the Sarjana Sastra Degree in English Department.Faculty of Letters and Fine Arts Sebelas Maret University.

This Research only focus to analyzed Positive Politeness that found in movie entitled *In Good Company*. What kinds of Positive Politeness Strategy are employed by the characters in the film entitled *In Good Company*based on Brown and Levinson's Politeness Strategy and to find out what factors influence the characters to employ those Politeness strategies.

The result of this research is expected to give some benefits as follows:

1. To gives further information for readers about the employment of the positive politeness strategy in the film entitled "In Good Company" based on Brown and Levinson Politeness Strategy. Therefore, the research can help readers deeper understand in study of Positive Politeness Strategy.

2. To makes the readers understand about the Positive Politeness Strategy which shouldapplied in daily activity that makes communication reaches the goal.

From three Previuos Research the writer have different ways to analized, the writer have new perspective in analyzing the script of the conversation as found in *Alani Hapogoson* movie.
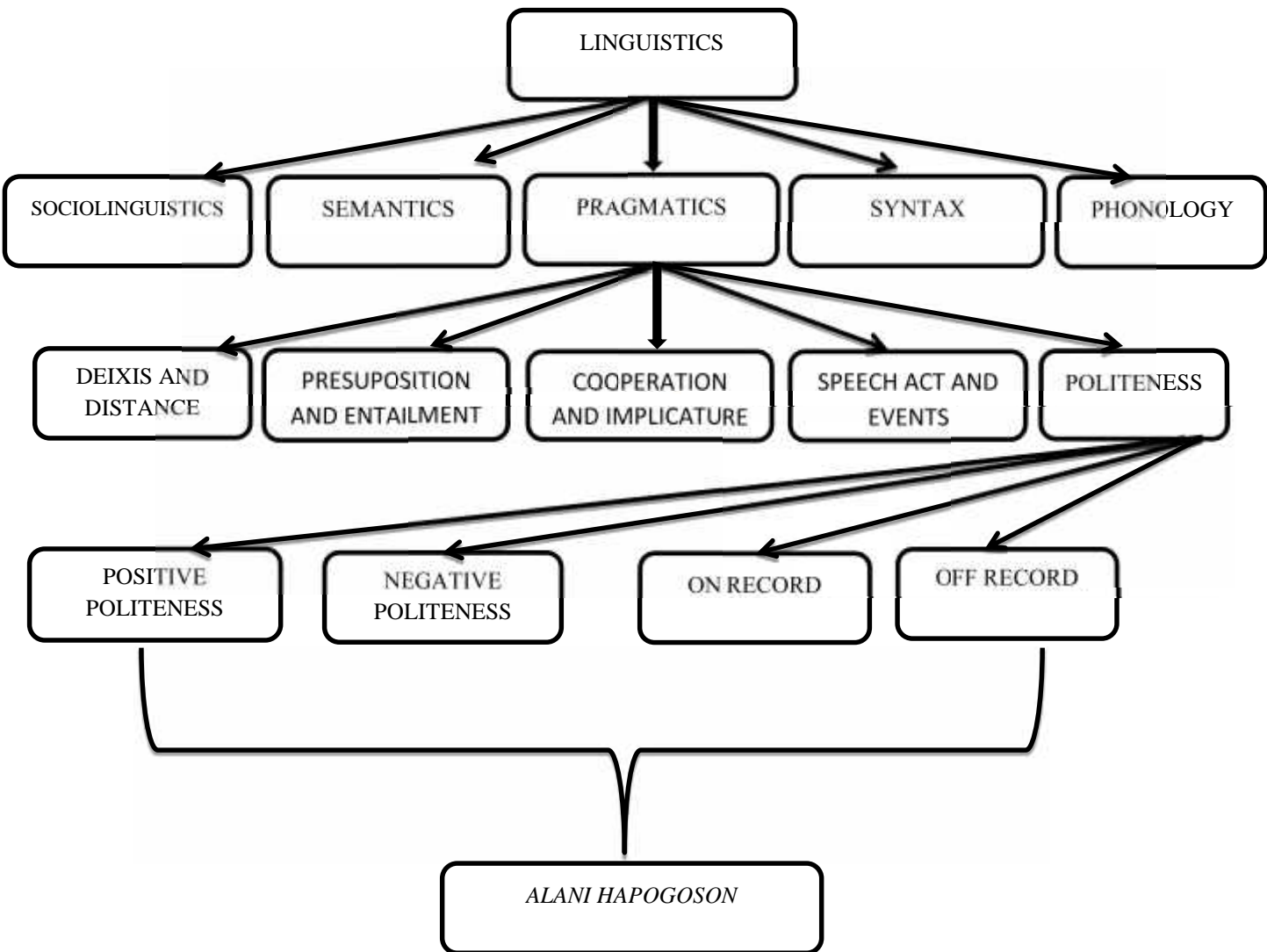
First Previuos Research uses Brown and Levinson's theory such as Negative Politeness Strategy, and supported by Ronald Wardaugh Politeness and Solidarity theory.

Second Previuos Research is focus analized the Positive and Negative Politeness are found in *Biola Na Mabugang* movie's script.

And the third Previuos Research focus analyzed Positive Politeness that found in movie's script entitled *In Good Company* based on Brown and Levinson's Politeness Strategy and to find out what factors influence the characters to employ those Politeness strategies.

While to analize*Alani Hapogoson* movie's script the writer uses theory of Yule (1996). There are Positive and Negative Politeness, Off and On Record.

2.7 Conceptual Framework

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                          ┌─────────────────┐
                          │   LINGUISTICS   │
                          └─────────────────┘
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| SOCIOLINGUISTICS | SEMANTICS | PRAGMATICS | SYNTAX | PHONOLOGY |

| DEIXIS AND DISTANCE | PRESUPOSITION AND ENTAILMENT | COOPERATION AND IMPLICATURE | SPEECH ACT AND EVENTS | POLITENESS |

| POSITIVE POLITENESS | NEGATIVE POLITENESS | ON RECORD | OFF RECORD |

ALANI HAPOGOSON

Politeness Strategies in conversation as found in *Alani Hapogoson* movie. Siahaan, Irene C

(2019)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this reasearch the writer used the Descriptive Qualitative. According to Nana Syaodih Sukmadinata (2009), Qualitative research is a research that used to describe and analyze phenomenon, event, social activity, attitude, belief, perception, and people individually or group.

In this research the writer used Descriptive Qualitative because the data is conversation transcript, when conversation happened it is attitude. The writer used theory of Politeness Strategies to analyzed traditional movie*"Alani Hapogoson"*.The writer will use Politeness Theory by George Yule(1996:59).

3.2 The Subject of the Research

In this Research the writer usedtraditional Toba Batak movie "*Alani Hapogoson"* . "*Alani Hapogoson"* is a movie that was directed by Ponti Gea there were two episode, and was launched in 2015.The process of making this movie is in 2014 and took two places during the process, in Samosir and Medan. And the data that will be analized by writer is "*Alani Hapogoson"* coversation's script.

3.3 The Technique of Collecting Data

The data collected by applying documentary technique. The writer uses the following steps :

1. Downloading the movie.

2. Watching the movie.

3. Transcribing the conversation into writtentext, then the data could be found by reading, studying, and analyzing.

3.4 The Technique of Analysing the Data

The writer used the technique of analysis the data as the following :

1. Identifyingthe data which are related to the Politeness Strategies by underlining.

2. Classifyingthe data based on the Politeness Strategies type.

3. Counting the data based on each types of Politeness Strategies.

4. Finding out thedominant type of Politeness Strategies.