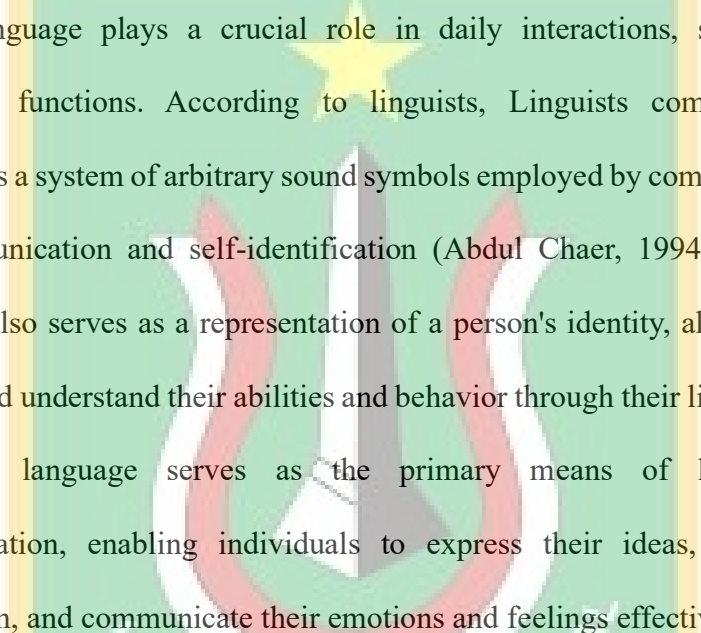


CHAPTER I

INTRODUCTION

1.1 Background Research

The image contains a large, semi-transparent watermark of the Universitas Nasional logo. The logo is a shield-shaped emblem with a green background and a yellow border. It features a central white figure that resembles a stylized 'U' or a person, with a yellow star above it. The text 'UNIVERSITAS NASIONAL' is written in white across the bottom of the shield.

Language plays a crucial role in daily interactions, serving multiple significant functions. According to linguists, Linguists commonly describe language as a system of arbitrary sound symbols employed by community members for communication and self-identification (Abdul Chaer, 1994). Consequently, language also serves as a representation of a person's identity, allowing others to observe and understand their abilities and behavior through their linguistic choices. Moreover, language serves as the primary means of human-to-human communication, enabling individuals to express their ideas, convey factual information, and communicate their emotions and feelings effectively.

In terms of using language in communication, pragmatics plays a crucial role. Pragmatics refers to the way language is used by speakers and interpreted by listeners, taking into account the intended meaning. It is the study of the relationship between language and context, which is grammaticalized or encoded in the structure of a language (Brown & Levinson, 1995). Therefore, Pragmatics is all about understanding meaning in context. It highlights the importance of linking context and language to convey meaning accurately (Damopolii, et al., 2020). Pragmatics, a field within linguistics, focuses on utilizing context to comprehend

and generate speech. It contributes to establishing guidelines for professional relationships and politeness in communication, facilitating the successful attainment of communication goals. Through pragmatics, individuals can adeptly navigate social interactions and ensure efficient communication. Politeness is a complex social phenomenon that is shaped by interactions between individuals and cultures (Reither, 2000). According to Lakoff (1990), politeness serves as a mechanism within relationships to enhance communication by reducing the likelihood of conflict and confrontation inherent in all human interactions. The study of politeness in speech requires an examination of language within a social context as a significant connection between language and society, as noted by Eshtreh (2020). According to Sara Mills (2003), in her book "Gender and Politeness," she stated that not only is culture shaped by interaction, but it is also shaped by social factors, including gender. Politeness can be learned through social interaction and plays a crucial role in fostering positive relationships and effective communication. According to George Yule, politeness involves being wise, humble, and kind to others (Yule, 1996). Brown and Levinson encompass four main strategies of politeness theory: 1) Bald on-record, 2) Positive Politeness, 3) Negative Politeness, and 4) Off-record. On the other hand, Leech, in his book "Principles of Pragmatics" (1983), proposes a politeness framework with six maxims: 1) Tact Maxim, 2) Generosity Maxim, 3) Approbation Maxim, 4) Modesty Maxim, 5) Agreement Maxim, and 4) Sympathy Maxim. These maxims provide guidance for individuals in maintaining positive relationships during social interactions. Leech's theory emphasizes the balance between the speaker's desire to

be polite and their communicative goals. In this study, I analyze the politeness maxims employed by the men and women characters in the Netflix series "Anne with an E."

"Anne with an E" is a Netflix series set in the Victorian era. The series portrays the societal constraints faced by individuals, particularly women, in the Victorian era. It delves into the limited opportunities available to women and the expectations imposed upon them to conform to rigid societal norms. Themes of class divisions, gender inequality, and the significance of education are thoughtfully explored. Women in the Victorian era was perceived as inferior to men and were subjected to men authority in various aspects of life. They were categorized based on social class, expected to be submissive to men, denied education, and confined by beauty standards. The women characters in the series navigate a world where deviation from societal expectations is met with fear and where these rules and norms are strictly enforced. This phenomenon makes me interested in investigating whether the divergent social conditions between men and women during this era influenced the politeness maxims employed by the men and women characters in the series. By closely examining the interactions and language choices of the characters, I aspire to attain valuable insights into the intricate relationship between social factors, especially gender, and politeness within the context of the Victorian era portrayed in "Anne with an E."

Numerous research studies on gender and linguistic politeness have consistently found that men and women exhibit distinct patterns of linguistic

politeness. These studies involved observing the speech patterns of men and women (Nurjanah, 2017). Brown explored this issue in the 1980s and concluded that assuming that women would typically use more formal and polite language was logical. This cultural norm stems from the perception that women hold lower status than men and the expectation for subordinates to demonstrate higher modesty when interacting with superiors, as Brown and Levinson (1995) outlined.

Several previous studies have explored the topic of politeness and its relationship with gender, which is relevant to the present study in terms of research problems and findings. For instance, Ambarita & Mulyadi, (2020) investigated the relationship between gender and language politeness, specifically focusing on how gender affects the use of polite language in speech acts. Dahlström Sabina, (2022) examined the differences in politeness usage between men and women in the TV series "Friends." Mayasari et al., (2021) analyze politeness in Javanese women's language and its relation to modesty, as well as the factors influencing this belief. Additionally, Khakzad Esfahlan & Boroumand, (2020) explored the relationship between gender, socioeconomic status (SES), and the choice of politeness strategies.

These previous studies highlight the significance of politeness by examining various objects and theories. In this study, I aim to contribute to the existing research by focusing on politeness maxims used by the characters in the Netflix series "Anne with an E" based on their utterances and considering the influence of their gender. This study differentiates itself from previous research by

utilizing the Netflix series "Anne with an E S2," which is still relatively new to be used as research data, as the object of analysis, and emphasizing the analysis of politeness maxims based on gender using Leech's theory.

1.2 Limitations of the Research

This study aims to analyze the politeness maxims used by men and female characters in the second season of the Netflix series "Anne with an E." Specifically, it investigates whether gender influences the politeness maxims employed by these characters. The research focuses on two specific episodes from the 2018 adaptation of Lucy Maud Montgomery's "Anne of Green Gables." By examining variations in politeness and considering the potential impact of gender, the study aims to provide insights into how politeness is influenced and shaped among individuals in the series.

1.3 Research Questions

1. What are the politeness maxims found and used by men and women characters in "Anne with an E"?
2. How gender influences the choice of politeness maxims found in men and women characters in "Anne with an E".

1.4 Objectives of the Research

1. To identify the politeness maxims found and used by men and women characters in "Anne with an E".
2. To analyze how gender influences the choice of politeness maxims found in men and women characters in "Anne with an E".

