

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Humans are creatures of society who depend on language to interact with one another in daily life. Without language, it will be hard for individuals to communicate or interact with one another and convey their thoughts, feelings, and opinions. Language gives important effect for people and it cannot separate because people do communication by using language (Saragih & Johan, 2020). These days, the majority of individuals speak non-standard languages or do their best to utilize whichever language they choose. Both polite and impolite speech is occasionally used by people. The phenomenon frequently occurs in our social environment. People lack the ability to distinguish between speaking to people who are older than them, younger than them, or from a different social class.

According to Savora (2008), an interaction between people is supposed to be polite to make the communication enjoyable, comfortable, and efficient. Before asking the lecturer a question, students typically greet them with a formal greeting or use formal language. It demonstrates how choosing words for those with various social statuses, such students and lecturers, differs from those with the same status, like students and other students. When persons of similar positions are speaking, the situation is more relaxed. It is crucial for the speaker to decide which words are more appropriate to use in polite conversation when it comes to the language that

individuals use when conversing. This phenomenon refers to the politeness strategy.

When someone speaks politely, the listener is given the impression that they are a reputable person. Thus, there are strategies that can be used called politeness strategy. Watts (2003) states that the politeness is used for someone who wants to make a good conversation. Politeness strategy consists of ways of caring for other's feeling happiness for all concerned, and maintaining good relationship.

Brown & Levinson (as cited in Meyerhoff, 2006) described that politeness strategies are expanded with aims to save the hearer's face. In this case, the speaker tries to prevent embarrass another people or make them feel uncomfortable. Politeness strategy comes in four varieties, positive politeness, negative politeness, bald on record, and off record strategy. Positive politeness is referred or directed to the hearer's positive face, that his wants or action should be through as desirable. Negative politeness is directed on our wish not to be imposed by other people and to be allowed. Bald on record refers to embarrass the hearers, shock them or make them feel uncomfortable with the speaker. The last is off record strategies refer to taking some pressures of the hearer.

Furthermore, politeness strategies are not only used in real live conversation. In fiction, the characters are described indirectly about how they talk and interact with other characters (Minderop, 2011; Chaghervand & Toroghpeima, 2015). The question of how translators handle politeness markers while offering advise in an intercultural environment arises since each culture has its own unique system of

politeness strategy. Since language and culture are interconnected in everyday life, translation is necessary to help the target audience comprehend the meaning of a foreign language and to grasp its idea or message. Many people believe that speaking two or more languages makes them effective translators. Delisle in Salas (2000) states that “linguistic competence is a necessary condition, but not yet sufficient for the professional practice of translation”. These culturally determined standards may occasionally be used to impose shame on a chosen party, despite the fact that the aim of politeness methods is to make all of the parties comfortable and at ease with one another.

Based on the discussion so far, the researcher is motivated to conduct a study dealing with the analysis of translation technique of positive politeness strategies. The researcher uses the theory of politeness strategy who proposed by Brown and Levinson (1987). For the theory of translation techniques, the researcher uses the theory of translation techniques proposed by Molina and Albir (2002), and for the translation qualities, the theory that researchers use proposed by Nababan (2003). This study was conducted on the novel entitled “*Animal Farm*” by George Orwell, because there are many types of positive politeness strategies that are interesting to study. George Orwell’s unique political allegory, *Animal Farm*, appeared in 1945, and it was this novel that together with *Nineteen Eighty-Four* (1949) made his name worldwide. In other words, *Animal Farm* is a political allegory novel written by George Orwell during World War II as a satire on the totalitarianism of the Soviet Union. Awarded by the Retro Hugo Award (1996) for best novel and the

Prometheus Hall of Fame Award (2011), *Animal Farm* became George Orwell's famous masterpiece.

## 1.2 Limitation of the Problem

This research focuses on identifying the text which represents a positive politeness strategy applied, uttered by the characters in the novel "Animal Farm" and in the translated version. This research also focuses on identifying the translation techniques used by the translator to translates that expression and how is the impact of the techniques used by translator in translating the expression in the novel "Animal Farm" by George Orwell.

## 1.3 Research Questions

Based on the background above, the researcher indicates several problems below:

1. What are the positive politeness strategy expressed in the novel?
2. What are the techniques used by the translator to translate the novel?
3. How are the impact of the techniques used by the translator in translating the expression in the novel?

## 1.4 Objectives of the Research

According to several problems above, the researcher limited this research becomes two categories below:

1. To find out the types of positive politeness strategies in Animal Farm novel.
2. To identify the translation technique used by the translator in the novel Animal Farm.

3. To show the impact of translation technique used by the translator in translating the expression in *Animal Farm* novel.

