

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Develop under the scope of sociolinguistics; politeness is determined socially (Wardhaugh, 1990, p. 267). An expression that showed of caring to the others' feeling, where they usually show it through linguistic and non-linguistic ways (Janet Holmes, 1996). The examples of politeness can be apologizing, greeting and avoiding obscenities in daily conversations with people, in the term of rather formal and distant behavior, where the purpose is not to interfere or coerce. The purpose of politeness is to make all parties feel relaxed and comfortable with each other, this cultural standard can sometimes be manipulated to cause embarrassment to the designated party. Because many linguists are very concerned with the field of linguistics, especially politeness, Lakoff (1973), Searle (1975), Brown and Levinson (1978), it can be said that politeness has the right place for everyone to learn because can be applied in conversation in everyday life.

Politeness is related to the cultural etiquette in a society that began with a face concept. A face is drawn of a person's self-image in front of public It refers to the others' emotional or social sense and it needs to be respected by them. The participants should determine the relative social distance above them and the willingness of their 'face' (Yule, 1996, p. 60). Yule (1996, p. 61) also explained about a face saving act (FSA) that defines as the possibility of some action might be interpreted as a threat to another's face, the speaker could deliver message to minimize the possible threat. Penelope Brown and Stephen C Levinson are

influential figures in the study of language politeness. In his view, the politeness concept has closely relation of how someone avoiding conflict. Politeness as theoretically has relation to the rationality concept and an advance. Both things are stated as the universal characteristics owned by speakers and their partners who are personified in a universal personal model (Gunawan, 2014). Brown and Levinson, 1987 proposed that speakers are required to calculate the degree of threat of a speech act uttered by considering parameters, namely: (1) the magnitude of the difference in power or dominance between speakers and hearers (of power), (2) social distance between speakers and hearers (distance), (3) the relative status of speech variants in related culture.

Certain acts in communication can threaten the face when they are contrary to the addressee's or addresser's face wants. On the other hands, these can be grouped into threatening acts. This absolutely can be avoided by using positive and negative with aim to satisfy the hearers' face wants. FTA was reduced by a strategy belongs to parameter power (P), distance (D), and imposition rating (R). It shows from the result that FTA's performances without taking an effort to maintain the addressee's face, it will cause a social interaction strain.

Eighth Grade is a 2018 American coming-of-age comedy-drama film written and directed by Bo Burnham. It stars Elsie Fisher as Kayla, a middle school adolescent who struggles with anxiety while attempting to gain social acceptance from her peers during the final week of eighth grade. Although she spends a lot of her time obsessing over social media, she publishes video blogs as a self-described motivational advice provider as a coping mechanism. This

irritates Kayla's otherwise supportive father (Josh Hamilton), whom she alienates despite his desire to be present in her life as her sole parent. The author take a fundamental contradiction highlight in the newest technological era: new devices appear with aim to make easier the human's contact, but in some cases they do not do something to be closer with others. Kayla tries talking with two cool girls who only notice their phones in a scene. The other scene shows that Kayla create a living-survival video to invisible viewers, she also gave them recommendation to do the hardest things she had ever done. Not only the eight grade students who can relate to the desire to connect with other people, and make their voice to be heard from the real crowded. Besides that, another scene that shows about a situation that reminding us of how difficult the live now, such as the one who activate referring to shoot, who are not allowed while Burnham was in eighth grade. This film make us wondering about what will the students do in their eighth grade, where it becomes the reason of Bo Burnham's acclaimed independent film "Eight Grade" with its spot portrayal of middle school, has the horror film effect without being labelled as such, while it got 173 negative review and it gave 98 percents amazing rating as cited from Rotten Tomatoes.

This research is based on data that has been collected according to three linguistic characteristics as scientific research, namely objective, empirical, and certain. Eighth Grade by Bo Burnham became the main data source because of the many kinds of expressions found. The characters in the movie Eighth Grade used politeness strategies in daily conversation depending on the personal intentions of the character or to whom the character is speaking.

This study used qualitative method. The data collected to this study were descriptively. The data were analyzed by using the correlation among the formulated problems. Firstly, the data were classified depending the dialogues. Secondly, the data were classified depending the theory stated by Brown and Levinson (1987). Thirdly, the data were analyzed with aim to determine the strategy of positive or negative politeness, which one mostly used by the character in the Eighth-Grade film depending on the theory proposed.

The researcher chose the politeness in this study as a topic because several languages seem to have built a very complex system of politeness, including English. Speech is a social activity and the main place for conversation. The types of phenomenon spreading from one to another people in a certain situation is the definition of conversation occurred between two or more participant in social and situational context, and linguistics changes. While having conversation one to another, we almost use sentence or utterance. We can classify it into various ways, depending it length such calculating the total of words in one utterance, but it will be uninterested for the people who have belief that short utterance is better than the longest one (Wardhaugh, 2006, 284).

1.2 Limitation of the Problems

This study explains about positive and negative politeness strategies, as seen through the utterance of all characters in Eighth Grade movie. The researcher took the dialogues spoken by all characters that are related to politeness in everyday conversation in this movie. The researcher limits the problem to the analysis of

the positive and negative politeness strategies used by all characters in the Eighth Grade movie based on Brown and Levinson's theory.

1.3 Research Questions

The problems that will be analyzed in this study are:

1. What are the strategies of positive and negative politeness used by all characters in Eighth Grade movie?
2. What is the most dominant strategy used by all characters in Eighth Grade movie?

1.4 Objectives of the Research

The objective of this study is based on the research question above. This study aims to find out:

1. To analyze the strategies of positive and negative politeness used by all characters in Eighth Grade movie.
2. To find the most dominant strategy used by all characters in Eighth Grade movie.