

CHAPTER I

INTRODUCTION

1.1. Background

Humans are social beings who need to communicate with other people, and a language is needed in order to enable us to communicate smoothly. Wiranty et al., (2020) explain that Without language, humans cannot socialize and cannot fulfill their lives because humans cannot live alone. Language is the primary medium for exchanging information, thoughts, and feelings with other people or groups. There are three types of language: spoken, written, and signed, and they range widely among cultures and geographical areas.

When someone is communicating in a conversation, they often use politeness strategies. There will be harmony in friendship when using politeness strategies in conversation; therefore, politeness strategies are essential. There will be harmony in friendship when using politeness strategies in conversation; therefore, politeness strategies are essential. There will be harmony in friendship when using politeness strategies in conversation; therefore, politeness strategies in conversation are essential. (Brown & Levinson, 1987) assumed that each individual has two types of facial desires, negative and positive. The positive face is reflected in the desire to be liked, approved, respected, and valued by others, and the negative face is reflected in the desire not to be hindered and to have the

freedom to act as one chooses. It is considered a universal phenomenon in language use. For learning more about politeness strategies in linguistics, there is a field of study called pragmatics.

Politeness is a concept in the field of pragmatics. Pragmatics is a field of linguistics concerned with what the speaker and listener are saying and inferring based on factors such as situational context, the individual's mental state, previous dialogue, and other elements. As stated by Yule (1996) that pragmatics is the study of meaning conveyed by speakers and interpreted by listeners. Politeness strategies are carried out to save the face of the speaker and the interlocutor which consists of positive and negative, therefore according to Brown and Levinson (1987) (as cited in Chaer, 2007), a speaking strategy on the concept of face, which symbolizes the self-image of a rational person. In this sense, the face consists of two aspects, namely, the positive face and the negative face.

Politeness strategies are essential in everyday conversation and are used to show respect to others. In everyday communication, a polite conversation cannot always be conveyed. Therefore, the politeness strategy is used by speakers to avoid unpleasant actions for the other person. Unpleasant actions can also be called FTA (Face Threatening Act). The term Face Threatening Act, according to Brown & Levinson (1987) is a way of dealing with someone when we want to start a conversation. In the Face Threatening Act, we can use a positive face.

Face theory is a theory introduced by Goffman (1967). According to

Goffman (1967) , the face is "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. The face is a personal attribute or quality that each of us works to protect or enhance". This means 'face' refers to personal attributes or qualities that must be protected. The concept of politeness introduced by Goffman was adapted again by Brown and Levinson. Brown and Levinson explained that there are four strategies: bald on record, positive politeness, off record, and negative politeness. The four strategies are further divided into several strategies.

In conversations, politeness strategies are often used. People use politeness strategies for their own benefit, such as maintaining reputation, friendship, work, etc. This phenomenon is also can be found in the movie entitled "Straight Outta Compton," used as the data source of this research. The characters use politeness strategies that enable them to achieve the goals of communication. This study is intriguing to do because of the variety of politeness strategies used by the characters.

I was interested in researching this title because politeness strategy often occurs in a conversation and this movie tells the story of the ups and downs of a hip-hop group from Compton, California. Straight Outta Compton is a 2015 American biographical drama film. The title is taken from the name of his debut studio album and the title of the song. Straight Outta Compton, directed by F. Gary and starring O'Shea Jackson, Jr. as Ice Cube (first role), Corey Hawkins as Dr. Dre, Jason Mitchell as Eazy-E, and Paul Giamatti as

N.W.A manager Jerry Heller. This film was produced by Ice Cube, Dr. Dre, and Eazy-E's wife, Tomica Woods-Wright, as well as engaging creative consultants MC Ren and D.J. Yella.

1.2. Limitation of the Problem

According to Brown and Levinson's theory, there are 4 politeness strategies, namely bald on record, positive politeness, off-record, and negative politeness. For this research is not too broad, it will focus on the 'types of positive politeness in the movie entitled Straight Outta Compton', then look at the types and describe positive politeness strategies.

1.3. Research Question

Based on the limitation of the problem above, I formulate the research question in this study such as:

1. What types of positive politeness strategies are found in the movie entitled Straight Outta Compton
2. What are the factors that influence the use of positive politeness strategies contained in the movie script Straight Outta Compton.

1.4. Objective of Research

Based on the research question, this study aims to describe the type of positive politeness strategy used in the movie Straight Outta Compton and analyze the factors influence of positive politeness strategy in the movie

Straight Outta Compton in a conversation by following Brown and Levinson's theory.

