

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

A language is a system of communication that consists of a collection of sounds and written symbols used by the people of a certain nation or region for talking or writing. In linguistics, a language is a systematic system of communication. Languages are the primary method of communication for people and can be expressed through speech, signs, or writing.

People need to communicate, and to communicate in normal circumstances, people use conversation. Conversation occurs when people talk to each other. Levinson (1983) defined that conversation as the familiar kind of talk in which two or more participants freely alternated in speaking in which generally occurred outside specific institutional settings, cited in Cahyati (2017). There is a study concerned with the study of meaning as communicated by the speaker called Pragmatics. According to Yule (1996) pragmatics study the interpretation of what people mean in a particular context and how the context influences what is said. Pragmatics is the study of contextual meaning. Yule also stated that Pragmatics is the study of the expression of relative distance. There are many branches of pragmatic studies, one of them are speech act and politeness.

Expressive speech acts mainly focuses on the speaker's feelings. One of the expressive speech acts we often use is thanking expressions. Thanking expressions are commonly used on a daily basis. We often use thanking expressions to show our bliss and gratitude to everything. Basically, the way to express our gratitude is by saying "thank you" or "thanks," but actually, there are many ways to express our gratitude in addition to those two. Aijmer (1996, p. 33) stated that gratitude expressions are analyzed pragmatically with regard to the factors of the social situation and text type constraints. So, not only are there many ways to express our gratitude, but the thanking expression can be based on the speaker's situation.

According to Brown and Levinson (1987) in order to enter into social relationships, we have to acknowledge and show an awareness of the face, the public self-image, the sense of self, of the people that we address. Politeness strategy can be used by oral and verbal communication. This strategy used to show our respect to each other

According to Aijmer (1996), thanking is a form of politeness strategy. To respect what others did to us, we have to thank them to appreciate and express our gratitude to them, and that's how thanking is a form of politeness strategy. Politeness strategies in thanking expressions can be used to look at how people differentiate to show their gratitude to strangers, their friends, their parents, or even their colleagues.

In this research, the researcher is interested in analyzing thanking expressions and politeness. The use of the expression is one of the important things to say. There's

many situations where we could find the expression, if someone helps us or gives us things, we have to thank them to appreciate what they did and many more.

The researcher also analyzes the politeness strategy and will be focused on looking to see if the speaker uses positive or negative politeness in the speaker's utterance. The researcher analyzed politeness strategies to differentiate how people thank strangers after giving them something. There are many social experiment videos on social media, and the researcher will be focused on a video where the video maker gives something to strangers and sees the strangers reactions and how they thank them, and the researcher will also see the politeness strategy when the strangers thank the video maker.

The reason why researchers choose to analyze thanking expressions and politeness applied in social media is the researcher wants to analyse how people thank strangers after giving something to them. Does it have various strategies of thanking expressions? What politeness strategies applied in their utterance, is it positive or negative politeness? From the explanation above, the researcher conducted a research about thanking expressions and politeness from strangers in social media.

There are several researchers who have conducted research about thanking expression and politeness such as, Agustina (2020), for her thesis, she analysed "Thanking Expression In The Pursuit Of Happiness Movie: A Pragmatics Analysis". She looks at the thanking expression from Hymes's theory (1972) of the types of thanking and Aijmer's theory (1996) of strategies of thanking.

Marthasari (2021), conducted a research entitled “An Analysis Of Politeness Strategies In “America’s Got Talent” Tv Show: Pragmatics Approach”. She looked for the politeness strategies using Brown and Levinson (1987) theory.

### **1.2 Limitation of the Problem**

The limit of the problem is the researcher will only be focused on identifying the usage of thanking expression and what type of politeness strategies influencing of occurrence the thanking expression to others or someone they just met or strangers. The data were collected from 10 TikTok social experiment videos from two different accounts; 5 videos each account. The politeness strategies analyzed in the data will be focused only on positive and negative politeness. The data will be collected from TikTok video and the researcher will make a transcript of the video.

### **1.3 Research Question**

1. What are the types of thanking expression strategies used to the strangers based on selected TikTok social experiment videos?
2. What are the types of positive and negative politeness strategies are found to influence the occurrences of thanking expressions found in the selected TikTok social experiment videos?

### **1.4 Objective of the Research**

The objective of this research is to identify how strangers use thanking expressions to another and analyzing politeness strategy used in their utterance. Based

on the research question above, the objective of this research can be formulated as follows:

1. To identify the strategies of thanking expressions used on strangers.
2. To analyze the politeness strategies applied in conveying those thanking

strategies based on the context of the stranger's utterances.

